**Cellphilm Rubric**

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|  | **Missing:**  **0 points** | **Needs Improvement:**  **1 point** | **Good:**  **2 points** | **Excellent:**  **3 points** |
| **Quality of Content** | *Missing* | *Needs Improvement*  Information is inaccurate, unclear, incomplete, not up to date or lacking critical steps or explanation. | *Good*  Either too much or too little information provided, but it is accurate and relatively complete. | *Excellent*  Information is accurate, clear, concise and complete. |
| **Goals / Objectives of Video** | *Missing* | *Needs Improvement*  Goals or objectives are not clearly stated or they are not relevant or appropriate for the intended audience. | *Good*  Goals or objectives are stated. They are fairly appropriate and relevant for the intended audience. | *Excellent*  Goals or objectives are clearly defined and explained. They are appropriate and relevant for the intended audience |
| **Script / Engagement** | *Missing* | *Needs Improvement*  Script is disorganized or not fully relevant to the content. Overall, offers a poor level of engagement and learning. | *Good*  Script is generally organized, succinct and relevant to content. Overall, offers a somewhat engaging learning experience. | *Excellent*  Script is organized, succinct and completely relevant to content. Overall, offers a really engaging and excellent learning experience. |
| **Video / presentation quality** | *Missing* | *Needs Improvement*  The video is poorly lit and focused. Pace is too fast with too many elements occurring at the same time or too slow and monotone. Video appears unorganized (poor editing, cuts, changes) | *Good*  Visual quality is acceptable in terms of lighting, focus and resolution. Pace could benefit from slowing down/speeding up. Maintains interest with relevant elements. | *Excellent*  Video is of high quality and resolution. Pace and media elements are of high quality. Speaker is upbeat and engaging. Well organized. |
| **Audio quality** | *Missing* | *Needs Improvement* Audio is too low, difficult to understand and/or sounds distant or incoherent. | *Good*  Audio is at an appropriate level or easy to understand but not necessarily both. | *Excellent*  Audio is at an appropriate level and is clear and understandable. |
| **Accessibility** | *Missing* | *Needs Improvement*  Few accessibility features (few captions, poor contrast). | *Good*  Some accessibility considered (captions provided but inaccurate, contrast issues). | *Excellent*  Accessible, clear, understandable with proper captions. |
| **Total points:** | | | | |

(ADAPTED FROM: Lori Mestre, Designing Tutorials using UDL and DI and University of Wisconsin – Stout, Video Project Rubric)

