| **N4175 Viral Video for Health Promotion Evaluation Rubric** | | | | |  |
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| **Criteria** | **1- Below expectations** | **2- Meets threshold of expectations** | **3 - Meets target expectations** | **4- Exceeds expectations** | **Criteria Total =** |
| **Message content quality** | A comfortable, confident screen presence is lacking. Message is unclear or incomplete. Few literary devices are used. | Student behaviour on camera is appropriate. Message structure is grammatically and factually correct but could be more focused and concise. Narrative tone is acceptable but could be improved. Some literary devices are used but more would be better. | Student behaves professionally on camera. Message structure is grammatically and factually correct. Narration tone is appropriately expressive and easy to listen to. Literary devices (e.g., examples, allusions, metaphors, characters, themes) are used appropriately. All copyrighted content is appropriately identified. | Student behaviour on camera, message structure, narration tone, and literary devices all converge into an imaginative and original work that could be used in professional advertising. | **Total\_\_\_** |
| **Message impact** | Message may be “lost” due to a presentation style that is weakened by lack of clarity, precision and consistency. | Measures to gain attention and use the medium to craft a helpful, informative message are present but conventional and unlikely to help families understand the health promotion message and motivate content uptake into home. | Video gains attention and uses the visual and auditory medium to craft a memorable message that is likely to help families understand the health promotion message and motivate content uptake into home. | An original, unique, and/or imaginative approach creates a compelling sequence that is very likely to help families understand the health promotion message and motivate content uptake into home. | **Total\_\_\_\_** |
| **Audience fit** | Shows little insight into the audience or ability to craft messages to fit it. Message is not inclusive. | Some examples, allusions, and metaphors are present, but not likely to be well appreciated by the audience.  Message is not inclusive. | Examples, allusions, metaphors, visuals, and language are appropriate to the audience while being sensitive to diversity. Message is inclusive of some, but not all, of the following: family type, income, learning style, education, culture, religion, ability, and gender. | Presentation techniques show a very high level of insight into the audience characteristics and what will resonate with them. Message is inclusive of family type, income, learning style, education, culture, religion, ability and gender. | **Total\_\_\_\_** |
| **Technical Aspects – visual and sound** | Shadows and glares present. Sound level too low or high and quality is poor. Panning and zooming is distracting. Camera unsteady. Several scenes too dark or too light. | Camera is mostly stable, movements and pans and zooms are present where necessary. Subject is usually framed and focused. Consideration has been given to lighting although it could be better. Sound level and quality is good but not always optimal. | Camera is stable, smooth movements and pans. Subject is well-framed, images are well-composed and focused. Close-ups are used to focus attention. Zooms are effective. Subject is lit and clearly visible. Sound is clear and understandable and well above any music or background noise. | All camera work is highly skilled and smoothly effective, without exception. Lighting and sound is optimal. Any music used blends seamlessly and effectively and enhances rather than detracts. |  |
| **Technical aspects - editing** | Poor editing and flow. Choppy transitions and timing is off. Connections between visuals and message are unclear. Length is not in the 2-3 minute range. | Adequate thought was given to editing. Transitions are used where appropriate but could be done more effectively. Visuals, where present, usually add something worthwhile to the message. Timing and synchronization of sound and content is usually good. Length is too long or too short but not by much. | Video is edited effectively, flows well. Transitions and titles are used effectively. Visuals are used to optimize the impact of what is being said. Timing of visuals, sound and content is synchronized. Length is in the 2-3 minute range. | Editing shows smoothly skillful integration of visuals, narration, sound effects, and transitional effects so that they transparent as the viewer are focused on the message. | **Total\_\_\_\_** |
| **Total Mark Out of 20** |  |  |  |  | Total  /20 |
| **60 or more = Pass ☺**  **Less than 60=☹** |  |  |  |  | Total x 5 =  /100 |