

Persuasive Speech Video Rubric

/20 points

CATEGORY	4	3	2	1
Importing Images	Student selects many excellent images that very closely relate to the audio track of the persuasive speech.	Student selects several high-quality images that closely relate to the audio track of the persuasive speech.	Student selects a few images that somewhat relate to the audio track of the persuasive speech.	Student selects images that are low-quality or do not relate to the audio track of the persuasive speech.
Storyboarding and Timeline Sequencing	Student creates a dynamic storyboard (timeline) of photos displaying excellent use of timing and transitions.	Student creates an effective storyboard (timeline) of photos displaying good use of timing and transitions.	Student creates a storyboard (timeline) of photos displaying fair use of timing and transitions.	Student creates an ineffective storyboard of photos displaying minimal/poor use of timing/transitions.
Special Effects	Many creative special effects are used to enhance meaning of the images.	Several special effects are used to add some extra meaning to the images.	Special effects are used sparingly. Resulting effects add little meaning to images.	No special effects are used to add meaning to images.
Title, Credits, and Word Placement	Titles, credits, or other word placements enhance meaning to the images and video as a whole.	Titles, credits, or other word placements add some meaning to the images and video.	Titles, credits, or other word placements do not relate well to images and video.	Student uses these features minimally or not at all.
Persuasiveness of Video	Video as a whole is exceptionally compelling and persuasive.	Video as a whole is compelling and persuasive.	Video as a whole is somewhat compelling and persuasive.	Video as a whole is not compelling and persuasive at all.

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