

CATEGORY	4	3	2	1
Introduction	The introduction is inviting, states the main topic and previews the structure of the video.	The introduction clearly states the main topic and previews the structure of the video, but is not particularly inviting to the audience.	The introduction states the main topic, but does not adequately preview the structure of the video nor is it particularly inviting to the audience.	There is no clear introduction of the main topic or structure of the video.
Sequencing	Details are placed in a logical order and the way they are presented effectively keeps the interest of the audience.	Details are placed in a logical order, but the way in which they are presented/introduced sometimes makes the video less interesting.	Some details are not in a logical or expected order, and this distracts the audience.	Many details are not in a logical or expected order. There is little sense that the video is organized.
Conclusion	The conclusion is strong and leaves the audience with a feeling that they understand what the production team is "getting at."	The conclusion is recognizable and ties up almost all the loose ends.	The conclusion is recognizable, but does not tie up several loose ends.	There is no clear conclusion, the video just ends.
Commitment (Voice)	The production team successfully uses several reasons/appeals to try to show why the audience should care or want to know more about the topic.	The production team successfully uses one or two reasons/appeals to try to show why the audience should care or want to know more about the topic.	The production team attempts to make the audience care about the topic, but is not really successful. (At least 2)	The production team made no attempt to make the audience care about the topic.

This rubric was modified from http://rubistar.4teachers.org/index.php?screen=ShowRubric&rubric_id=2670644&