

VIDEO TITLE: _____

Points		2	1	0	TOTAL POINTS
I Content					
	Length of Recording	The length of the recording is 5 minutes or less.	The length of the recording is greater than 5 minutes, but less than 8.	The recording exceeds 8 minutes.	
II Audio					
	Ambient Noise	Audio is free of Ambient Noise	Some ambient noise can be heard, though not enough to distract from the content.	Ambient noise is apparent, consistent and distracts from the speaker.	
	Audio Volume	Volume is appropriate	Volume is a little low	Volume is too low to easily understand.	
	Clarity of Speaker	Speaker is clear and easy to understand	Speaker can be understood, but is a little unclear.	Speaker is very difficult to understand.	
	Cadence	Cadence is appropriate for the content being conveyed.	Cadence slightly too slow or too fast comparative to the content being conveyed.	Cadence significantly too slow or fast comparative to the content being conveyed.	
	Voice and Tone	Uses fluid speech and inflection and voice is conversational and approachable.	Voice is missing either inflection or a conversational or welcoming tone.	Voice has almost no inflection and does not convey a conversational tone.	
	Efficiency of Speaker	The speaker stays on topic throughout the videos and gets to the point of the material concisely.	The speaker wanders or goes off topic slightly during the video.	The speaker has difficulty staying on topic or otherwise spends unnecessary time during the video.	
III Visuals (Camera Recording Only)					
	Camera Angle	The camera angle is appropriate to the speaker and is not distracting. (2 points if met)		The camera angle is either too high or too low and causes an unnatural perspective which proves to be distracting.	
	Stability	The camera is stable and never moves during the recording.	The camera is stable for the most part, but shakes or wobbles occasionally.	The camera is not stable and moves throughout the recording.	
	Lighting	Lighting is set up to effectively illuminate both the speaker and background and doesn't cast extraneous shadows.	Lighting illuminates the speaker, but casts extraneous or unflattering shadows on the speaker or the background.	Lighting makes the speaker appear to be in the shadows and the speaker is difficult or unable to be seen.	
	Background and Setting	Setting is clean, clear and free of distractions.	The setting is distracting in some way, either with movement or clutter.	The setting is distracting, both with clutter and with external movement in the background.	
	Eye Contact	The speaker maintains consistent eye contact with the camera throughout the video.	The speaker maintains eye contact with the camera for most of the video, but looks away periodically.	The speaker constantly looks away from the camera.	
	Wardrobe	The clothing worn by the presenter is professional and not distracting.	The attire worn by the presenter is either distracting to the subject matter or unprofessional.	The attire worn by the presenter is both distracting and unprofessional and causes undue distraction to the subject matter.	
IV Visuals (Screen Recording Only)					
	Graphic Presentation	Graphics used in the presentation consistently relate to the subject matter.	Graphics used in the presentation relate to the subject matter for the most part, but some seemed out of place or unrelated.	The graphics used in the presentation were largely unrelated to the subject matter.	
	Graphic Timing	Graphics were presented such as to compliment the timing of the audio and did not distract.	Graphic appearances occasionally were not timed to the audio.	Most of the graphics used in the video were miss-timed to the audio content.	
	Screen Real Estate / Layout	Screen real estate is uncluttered, whitespace is utilized and on-screen text is kept to a minimum.	Some slides have either too much text or too many visuals which cause unnecessary distraction to the audio.	Slides consistently use too much text or too many visuals throughout the presentation.	
	Brand Alignment	On-Screen visuals and PPT deck align with the university brand standards.	Either on-screen visuals or PPT deck do not align with the university brand standards.	Neither on-screen visuals nor PPT deck align with the university brand standards.	
	Resolution	Imagery and graphic assets used are of sufficient resolution to be clear in the final video.	Some Imagery and graphic assets used in the video are low resolution but are still intelligible and not distracting.	Some imagery and graphic assets used in the video are of such low quality that they are not legible or distracting to the learner.	
	Visuals and Animations	Any animations used during the presentation are minimal and call attention to topics, sequences, or key concepts.	Some animations used in the presentation are superfluous and distracting.	The presentation consistently utilized superfluous or distracting animations.	
TOTAL VIDEO SCORE:					of 26