Video created by _____ Critique by _____

# Final Video Evaluation Rubric

| Category | Excellent | Acceptable | Needs work |
|---|---|---|---|
| **1. Purpose of narrative** | The purpose is established early on and a clear focus is maintained throughout the video. | The purpose is established sometime and a mostly clear focus is maintained through some of the video. | The purpose is not established early on and focus shifts throughout the video. |
| **2. Choice of content: spoken narrative** | The spoken content creates a distinct contribution to understanding a sense of place/home throughout the video that is developed clearly and logically. | The spoken content creates a distinct contribution to understanding a sense of place/home that is somewhat clearly developed and somewhat logical. | The spoken content does not clearly contribute to an understanding of understanding a sense of place/home and it is not fully developed or logical. |
| **3. Choice of urban ecology content: images** | The images clearly communicate the purpose of and match the narrative. | The images somewhat communicate the purpose of and match the narrative. | The images do not communicate the purpose of and match the narrative. |
| **4. Quality of images** | The quality of images is overall high, and they create a distinct atmosphere or tone that matches different parts of the story. | The quality of images is overall ok, and they mostly create a distinct atmosphere or tone that somewhat matches some parts of the story. | The quality of images is overall low, and while an attempt was made to use images to create an atmosphere or tone, it needed more work. |
| **5. Clarity of voice** | Voice quality is definitely clear and consistently audible throughout the video. | Voice quality is somewhat clear and consistently audible throughout most of the video. | Voice quality is unclear and not consistently audible. It needed more attention. |

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| **7. Meaningful audio soundtrack (if none, write N/A)** | The music matches the spoken narrative well. Images are coordinated with the music. | The music somewhat matches the spoken narrative. Images are mostly coordinated with the music. | The music is somewhat distracting and does not add much to the story. Images are not coordinated with music, which is distracting. |
| **6. Pacing of narrative** | The rhythm and voice punctuation was engaging and helped the audience really "get into" the city narrative. | The rhythm and voice punctuation was relatively engaging for the audience, but the narrator occasionally speaks too fast or too slowly for the story line. | There was no attempt to match the rhythm and voice punctuation to throughout the story line and the audience can't get engaged. |