

Video Assessment Rubric

VIDEO ASSESSMENT _____

CLASS/SEMESTER :
 STUDENT'S NAME :
 VIDEO TITLE :

No.	Scoring Aspects	Score				Weight	Total
		1	2	3	4		
1	Concept					5	
2	Data and Research					5	
3	Storyboard & Script					15	
4	Video Shooting					15	
5	Video Editing					15	
6	Cast (Actors)					10	
7	Video Content					15	
8	Teamwork					10	
9	Copyright					10	

Score Guide Description:

No.	Scoring Aspects	Skor	Keterangan
1	Concept	4	Draft created: <ul style="list-style-type: none"> Carefully and thoroughly written Has a clear picture of the objectives to be achieved Has a clear picture of what will be done Has a clear picture of the division of tasks in the group
		3	Draft created: <ul style="list-style-type: none"> Written with sufficient care and precision Has a clear picture of the objectives to be achieved Has a clear picture of what will be done Lacks a clear picture of the division of tasks in the group
		2	Draft created: <ul style="list-style-type: none"> Poorly written and unstructured Has a clear picture of the objectives to be achieved Lacks a clear picture of what will be done Does not have a clear picture of the division of tasks in the group
		1	Draft created: <ul style="list-style-type: none"> Not carefully written and unstructured Lacks a clear picture of the objectives to be achieved Lacks a clear picture of what will be done Does not have a clear picture of the division of tasks in the group
2	Data and Research	4	Conducts research and data collection from credible sources, uses more than 7 references and lists data sources.
		3	Conduct research and data collection from credible sources, using 4 - 7 references and listing data sources.
		2	Conducting research and data collection from moderately credible sources, using less than 4 references and listing data sources.
		1	Conducts research and data collection from less credible sources, uses less than 4 references and does not include data sources.
3	Storyboard & Script	4	Storyboard and Script created: <ul style="list-style-type: none"> Describes the structure of the video presentation in a logical sequence. Contains notes on video effects, transitions, audio and colors to be used Contains dialog and narration that will be used in the video
		3	Storyboard and Script created: <ul style="list-style-type: none"> Describes the structure of the video presentation in a logical but not yet coherent way

			<ul style="list-style-type: none"> • Contains some general notes about the video effects, transitions, audio and colors to be used • Lacks dialog and narration that will be used in the video
		2	<p>Storyboard and Script created:</p> <ul style="list-style-type: none"> • Describes the structure of the video presentation but lacks sequence and logic. • Lacks notes on video effects, transitions, audio and colors to be used. • Does not include dialog and narration that will be used in the video.
		1	<p>Storyboard and Script created:</p> <ul style="list-style-type: none"> • Does not depict the structure of the video presentation in a logical sequence • Does not contain notes on video effects, transitions, audio and colors to be used • Does not include dialog and narration that will be used in the video.
4	Video Shooting	4	<p>Video captured:</p> <ul style="list-style-type: none"> • Using four or more camera angles • Uses good lighting • Has a stable, non-shaky camera movement • Uses clear frames. • Has clear audio and is free from distracting background noises
		3	<p>Video captured:</p> <ul style="list-style-type: none"> • Using three camera angles • Uses fairly good lighting • Has a fairly stable but not shaky camera movement • Lacks the use of clear frames. • Has audio that is clear enough and free from distracting background noises.
		2	<p>Video captured:</p> <ul style="list-style-type: none"> • Using two camera angles • Uses poor lighting • Has movement due to lack of stability and shaking • Does not use clear frames. • Has clear enough audio but there is still background noise that is distracting.
		1	<p>Video captured:</p> <ul style="list-style-type: none"> • Using one camera angle or using a continuous shot that is too long • Uses poor lighting (dark) • Has movement because it is unstable and shaky • Does not use clear frames. • Has unclear audio and still has distracting background noises.
5	Video Editing	4	<p>Edited video:</p> <ul style="list-style-type: none"> • Has an interesting title and credits • Good transition between scenes • Has background music that does not interfere with the main audio. • Uses interesting video effects.
		3	<p>Edited video:</p> <ul style="list-style-type: none"> • Has an interesting title and credits • Transitions between scenes are good enough • Has background music that does not interfere with the main audio. • Use enough interesting video effects.
		2	<p>Edited video:</p> <ul style="list-style-type: none"> • Has an interesting title and credits • Transitions between scenes are not good enough • Has background music that distracts from the main audio. • Lack of interesting video effects.
		1	<p>Edited video:</p> <ul style="list-style-type: none"> • Has uninteresting titles and credits

			<ul style="list-style-type: none"> • Transitions between scenes are not good • Has background music that distracts from the main audio. • Does not use interesting video effects.
6	Actors	4	The actor in the video understands his character well and performs his character well according to the concept.
		3	The actor in the video understands his/her character well enough and performs his/her character well enough according to the concept.
		2	The actor in the video does not understand his character well and presents his character less well according to the concept.
		1	The actors in the video do not understand their characters well and present their characters poorly according to the concept.
7	Video Content	4	Themes and messages are well conveyed and presented in an interesting way.
		3	Themes and messages are fairly well conveyed and presented in an interesting manner.
		2	Themes and messages are conveyed poorly and presented in an interesting way.
		1	Themes and messages are conveyed poorly and presented unattractively
8	Kerja sama Tim	4	Each group member contributes well and carries out their responsibilities according to the planned concept.
		3	Each group member contributes fairly well and can carry out their responsibilities fairly well according to the planned concept.
		2	Some group members find it difficult to contribute well and struggle to carry out their responsibilities well enough according to the planned concept.
		1	Group members have difficulty working together as a team and find it difficult to contribute and carry out their responsibilities.
9	Copyright	4	Provide reference citations for every image, photo, music and graphic used in the video.
		3	Provided reference citations for every image, photo, music and graphic used in the video but some references were not accessible.
		2	Provides citation for every image, photo, music and graphic used in the video but most of the references are inaccessible.
		1	Does not provide citation for every image, photo, music and graphic used in the video.

Final Score Calculation Formula:

$$= \frac{(5 \times A1) + (5 \times A2) + (15 \times A3) + (15 \times A4) + (15 \times A5) + (10 \times A6) + (15 \times A7) + (10 \times A8) + (1 \times A9)}{4}$$

Example:

$$= \frac{(5 \times 4) + (5 \times 3) + (15 \times 4) + (15 \times 3) + (15 \times 4) + (10 \times 3) + (15 \times 4) + (10 \times 4) + (10 \times 4)}{4}$$

$$Final\ Score = \frac{370}{4} = 92,50$$

Score Conversion & Example:

- 1) For example, the score obtained by Student/Group A = $\frac{370 (Obtained\ Score)}{4 (Max.\ Score)} = 92,50$
- 2) The score of 92.50 (Scale 0 - 100) is converted into a scale of 0 - 4 using the following formula:

$$Score (Scale\ of\ 0 - 4) = \frac{Obtained\ Score (Skala\ 0 - 100)}{100 (Max.\ Score)} \times 4$$

Thus:

$$\text{Score (Scale of 0 - 4)} = \frac{92,50 (\text{Obtained Score})}{100 (\text{Max.Score})} \times 4 = 3,70$$

- 3) The number score (on a scale of 1 - 4) is then translated into a letter grade predicate in accordance with the circular of the Faculty of Language and Arts and the 2016 UNIMA Assessment Guidelines, as in the table below:

Scoring Range	Letter Grade
3,60 – 4,00	A
3,00 – 3,59	B
2,00 – 2,99	C
1,00 – 1,99	D
0 – 0,99	E

Based on the conversion results above, students in group A Predicate A with a score of 3.70.