SEVA Instructional Rubric

100 Points Possible

Provides "how to" advice or teaches a subject or skill related to an educational topic.

YouTube playlist of examples: https://bit.ly/2M8lYhN

Paperwork / Releases	10	8	6	DQ	
Completeness and accuracy of submission data. All supporting documentation and releases submitted?	Complete submission details with descriptive sentences, spelling and punctuation.	Complete submission details with minimal details, correct spelling and punctuation.	Minimal details, spelling and punctuation errors.	Copyright clearances and releases were not submitted.	

Captioning	5	0			
Completeness and accuracy of captioning file.	Captioning file submitted.	No captioning file submitted.			

Educational Content	20	16	12	8	4
An exceptional Instructional contains ALL of the following: **(A)** The content includes a clear statement of purpose or theme and is creative, compelling and draws the viewer in. **(B)** The video clearly demonstrates all of the steps needed to teach the topic. **(C)** All media elements including b-roll, voiceover, soundbites and graphics provide strong support for the instructional process. **(D)** The video shows the final product at the end.	Exceptional educational content. The Instructional video contains all 4 of the elements.	Strong educational content. The video contains 3 of the elements.	Average educational content. The video contains 2 of the elements.	Weak educational content. The video contains 1 of the elements.	The video contains none of the elements.

Video Structure	5	3	1		
Beginning, middle, end?	The video is well developed with a clear beginning, middle and end.	The video has a beginning, middle and end.	The video is missing a beginning, middle or end.		

Shot Quality	10	8	6	4	2
Are the shots well composed with good framing (rule of thirds, proper headroom, leading looks, tripod used when needed). Easy to see the action of the video with a good exposure/lighting? *Stock Footage: If a significant portion (over 50%) of the video is stock footage, the entry will not be able to earn any of these points.*	All shots were filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Additional lighting is used to lesson shadows and/or to create mood appropriate lighting for each scene. All scenes have sufficient lighting for viewer to easily see action.	Most shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Most scenes have been lit or have proper lighting levels.	Some shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Some scenes could benefit from improved lighting by adding/moving lights, bounce discs or a different location.	Few shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Only ambient (available) light is used.	The shot quality makes it hard to follow the story or determine what is happening in the video.

Shot Variety	5	3	1		
Visual variety and mix of different shot types (long, full, medium, closeup, extreme closeup, low, high, moving, static, b-roll, interview or graphics?	At least 5 different shot types were used.	At least 3 different shot types were used.	Only 1 shot type was used.		

Editing	10	8	6	4	2
How is the video edited? How is the edit pace and timing?	Exceptionally skilled use of advanced editing techniques such as cutaways, multiple camera angles and use of transitions. Exceptional pacing and timing throughout the piece.	Skilled use of editing techniques such as cutaways, multiple camera angles and use of transitions. Good pacing and timing throughout the piece.	Clean, basic editing with appropriate transitions. Good pacing but certain areas could be improved.	Minimal editing. Pacing was inconsistent.	Numerous editing errors or movie is incomplete. There was no predictable pace to the edit.

	10	8	6	4	2
Audio					
Audio levels set correctly? Good music choice? If no music was used in the video, was that a good choice? Please score that decision instead.	All audio can be easily heard and all audio levels are even. Music is very well suited to the topic.	All audio can be easily heard and most audio levels are even. Music is good for the topic.	Most audio can be easily heard and audio levels are inconsistent. Music is well suited to the topic.	Some audio can be easily heard and the audio levels are uneven. Music could be suited to the topic.	Almost none of the audio can be easily heard and audio levels are very uneven. Music is not suited to the topic.
Graphics	10	8	6	4	2
How was the spelling and grammar? Graphic parameters to consider: great choice of font, position, size, color and background? If no graphics were used in the video, was that a good choice? Please score that decision instead.	All graphics were spelled correctly with proper grammar and punctuation and all five of the graphic parameters were met.	One spelling and/or grammar issue and only four of the of the parameters are met.	Two spelling and/or grammar issues and only three of the of the parameters are met.	Three spelling and/or grammar issues and only two of the of the parameters are met.	Multiple spelling and/or grammar issues and almost none of the graphic parameters are met.
Creativity	5	3	1		
Was this video creative?	The video is extremely creative in its concept and delivery.	The video is somewhat creative in its concept and delivery.	The video is not creative in its concept and delivery.		
Overall Impression	10	8	6	4	2
Would you encourage others to watch this educational video? Does it fit this category?	Exceptional video that everyone should watch as a SEVA example in this category.	Strong video that everyone should watch as a SEVA example in this category.	Good video that has several positive components, but could be improved.	Video that needs major improvements/modifications.	This video isn't ready to be shared yet and doesn't fit in this category.