

Animal Farm Group Video Evaluation

CATEGORY	4	3	2	1	Score
Storyboard	Storyboard is complete with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. Storyboard reflects outstanding planning and organization for the visuals in the video.	Storyboard is relatively complete with sketches for most scenes, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects effective planning and organization for the visuals in the video.	Storyboard has glaring omissions in scene planning. There are some sketches, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects attempts at planning and organization for the visuals in the video.	Storyboard is not done or is so incomplete that it could not be used even as a general guide. Storyboard reflects very little planning of the visuals.	
Propaganda Techniques	Team has a clear picture of what propaganda technique they are using in their video and have made it clear through their production. They have used 2 or more techniques.	Team has a clear picture of what propaganda technique they are using in their video and have made it clear their production. They have used at least 1 propaganda technique.	Team has a clear picture of what propaganda technique they are using in their video. It is somewhat clear in the production which technique they were trying to convey.	Team did not consider which propaganda technique they were trying to use in their video and it is unclear which propaganda technique is being presented.	
Originality	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.	
Attractiveness	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. Video production (cropping video, adding sound, transitions, etc) near professional level.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation. Video production (cropping video, adding sound, transitions, etc) near advanced level.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content. Video production done adequately.	Use of font, color, graphics, effects etc. but these often distract from the presentaiton content. Video production could be improved.	
