# Music Video Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 4 Excellent | 3 Good | 2 Needs Improving | 1 Unsatisfactory |
| Presentation20 pts  | Product is extremelypolished and flows well.The product functions as aprofessional music videofor the song. | Product shows evidenceof polishing and flows wellenough in order to not bedistracting from content | Some effort was made topolish product and toincorporate flow, but thereare still rough parts thatare distracting. | Minimal to no effort wasput into polishing theproduct and the flow isrough and distracting fromthe productʼs content. |
| Content30 pts | The meaning and tone ofthe lyrics are clearlyshown in the music video,with strong focus on howthe lyricʼs use of wordchoice, imagery, sound,figures of speech,punctuation, symbolism,allusion, and structurecontribute to the meaningof the song. | The meaning and tone ofthe lyrics is conveyed, butis not always clearlyevident. There is somefocus on how the lyricʼsuse of word choice,imagery, sound, figures ofspeech, punctuation,symbolism, allusion, andstructure contribute to themeaning of the song. | The meaning and tone ofthe lyrics is not clearlydemonstrated and there isweak or unclear focus onhow the lyricʼs use of wordchoice, imagery, sound,figures of speech,punctuation, symbolism,allusion, and structurecontribute to the meaningof the song. | The meaning and tone ofthe lyrics is not evident inthe music video and thereis little to no focus on howthe lyricʼs use of wordchoice, imagery, sound,figures of speech,punctuation, symbolism,allusion, and structurecontribute to the meaningof the song. |
| Annotations30 pts | All 6 annotations arehanded in with product.Annotations do a thoroughjob of analyzing the lyricsfor their designatedelements. | All 6 annotations arehanded in with product.Annotations analyze thelyrics for their designatedelements, but some areinsufficient in theircoverage | All 6 annotations arehanded in with product.Annotations consistentlyare overly simplistic andinsufficient in theiranalyzations. | Less than 6 annotationsare handed in withproduct. |
| Reflection20 pts | Self-reflection is thoroughand honest in its selfevaluation,and givesexplicit explanations ofartistic choices. | Self-reflection providesadequate self-evaluation,and provides explanationfor most artistic choices,but is not completelythorough, or is overlygeneral. | Self-reflection skims overself-evaluation andprovides minimal andgeneral explanation ofartistic choices. | Self-reflection skims overself-evaluation andprovides minimal andgeneral explanation ofartistic choices. |

Points earned: \_\_\_\_\_\_\_ / 100