# Music Video Rubric

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|  | 4 Excellent | 3 Good | 2 Needs Improving | 1 Unsatisfactory |
| Presentation  20 pts | Product is extremely  polished and flows well.  The product functions as a  professional music video  for the song. | Product shows evidence  of polishing and flows well  enough in order to not be  distracting from content | Some effort was made to  polish product and to  incorporate flow, but there  are still rough parts that  are distracting. | Minimal to no effort was  put into polishing the  product and the flow is  rough and distracting from  the productʼs content. |
| Content  30 pts | The meaning and tone of  the lyrics are clearly  shown in the music video,  with strong focus on how  the lyricʼs use of word  choice, imagery, sound,  figures of speech,  punctuation, symbolism,  allusion, and structure  contribute to the meaning  of the song. | The meaning and tone of  the lyrics is conveyed, but  is not always clearly  evident. There is some  focus on how the lyricʼs  use of word choice,  imagery, sound, figures of  speech, punctuation,  symbolism, allusion, and  structure contribute to the  meaning of the song. | The meaning and tone of  the lyrics is not clearly  demonstrated and there is  weak or unclear focus on  how the lyricʼs use of word  choice, imagery, sound,  figures of speech,  punctuation, symbolism,  allusion, and structure  contribute to the meaning  of the song. | The meaning and tone of  the lyrics is not evident in  the music video and there  is little to no focus on how  the lyricʼs use of word  choice, imagery, sound,  figures of speech,  punctuation, symbolism,  allusion, and structure  contribute to the meaning  of the song. |
| Annotations  30 pts | All 6 annotations are  handed in with product.  Annotations do a thorough  job of analyzing the lyrics  for their designated  elements. | All 6 annotations are  handed in with product.  Annotations analyze the  lyrics for their designated  elements, but some are  insufficient in their  coverage | All 6 annotations are  handed in with product.  Annotations consistently  are overly simplistic and  insufficient in their  analyzations. | Less than 6 annotations  are handed in with  product. |
| Reflection  20 pts | Self-reflection is thorough  and honest in its selfevaluation,  and gives  explicit explanations of  artistic choices. | Self-reflection provides  adequate self-evaluation,  and provides explanation  for most artistic choices,  but is not completely  thorough, or is overly  general. | Self-reflection skims over  self-evaluation and  provides minimal and  general explanation of  artistic choices. | Self-reflection skims over  self-evaluation and  provides minimal and  general explanation of  artistic choices. |

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