

Media Assessment Rubric

_____ Project Name

_____ Producer

_____ Evaluator

	Concept	Technical Competence	Voice (Point of View)	Media Language	Social Relevance
5: Consistently Exceeds Expectations	Concept is very original and cleverly developed.	Errors pass unnoticed and do not interfere with comprehension.	Voice is striking and confident.	Conscious and effective use of media language. (music, color, line, special effects, lighting, costume)	Communicates complexity of a social issue and inspires the audience to think critically or differently.
4: Consistently meets/ occasionally exceeds expectations	The concept is original and clear.	Errors do not interfere with comprehension.	Voice is clear and consistent	Demonstrates competent use of media language	Addresses a social issue and provides authentic insight to the audience.
3: Usually meets expectations	The concept is clear but conventional.	Errors rarely interfere with the comprehension.	There is a sense of voice with some control.	Occasional use of media language mostly succeeds	Informs about a social issue with little complexity or authenticity.
2: Inconsistently meets expectations	The concept is apparent but simple or derivative	Errors occasionally interfere with the comprehension.	Voice is apparent but uneven.	Media language is attempted but inconsistent.	Briefly addresses a social issue. May be part of larger theme.
1: Does not meet expectations	The concept is indiscernible or plagiarized.	Errors seriously interfere with comprehension.	Voice may be discernible but could be unsuccessful, inappropriate or limited.	Media language is not used.	Hints at a social issue but is not used in constructing the overall story.
0: Not present	The concept is absent or must be inferred.	Errors make the project incompressible.	Voice, if discernible, is very limited.	NA	Does not address a social issue.
Score					