

## 'Anti-Bullying' Video Production Rubric

	Level 1	Level 2	Level 3	Level 4
<p><b>Ideas and Content</b> Explain how people's actions (e.g., bullying, excluding others) can affect the feelings and reactions of other.  Apply and demonstrate conflict resolution strategies</p>	<p>Video clip uses insufficient examples to describe how bullying can affect others.  Video clip uses limited resolution strategies to deal with bullying.</p>	<p>Video clip depicts a conflict situation from only one perspective.  Video clip portrays few conflict resolution strategies to deal with bullying.</p>	<p>Video clip portrays a conflict situation and explains how bullying can affect the feelings and reactions of others.  Video clip presents several conflict resolution strategies to deal with bullying.</p>	<p>Video clip describes a realistic conflict situation and clearly portrays how bullying can affect the feelings and reactions of others from multiple perspectives.  Video clip clearly identifies several effective conflict resolution strategies to deal with bullying.</p>
<p><b>Organization</b> Generate, gather, and organize ideas and information to write for an intended purpose and audience.</p>	<p><b>Clip Selection</b> Clips do not fit the storyline. Clips are not long enough to make each point clear. Clip length does not vary to suit the scene.  <b>Transitions</b> Transitions between clips are used inappropriately.  <b>Sequence</b> Clips do not appear in proper sequence to tell the story.</p>	<p><b>Clip Selection</b> Clips rarely fit the storyline. Clips are seldom long enough to make each point clear. Clip length does not vary to suit the scene.  <b>Transitions</b> Transitions between clips rarely vary to suit the mood and context.  <b>Sequence</b> Clips sometimes appear in proper order to tell the idea as outlined in the storyboard.</p>	<p><b>Clip Selection</b> Clips sometimes fit the storyline. Clips are often long enough to make each point clear, and the clip length usually varies enough to suit the scene.  <b>Transitions</b> Transitions between clips often vary to suit the mood and context.  <b>Sequence</b> Most clips are in an appropriate order to tell the idea as outlined in the storyboard.</p>	<p><b>Clip Selection</b> Clips consistently fit the storyline. Clips are just long enough to get the message across, and the clip length varies to suit the scene.  <b>Transitions</b> Transitions between clips vary to effectively suit the mood and context of the intended message.  <b>Sequence</b> Clips appear in the proper order to effectively tell the idea as outlined in the storyboard.</p>
<p><b>Effective Use of Language/Expression</b> Use editing, proofreading, and publishing skills and strategies, and knowledge of language conventions, to correct errors,</p>	<p><b>Script/Screenplay</b> Very few sentences vary in length or structure. Dialogue sounds unrehearsed and unnatural. Majority of all</p>	<p><b>Script/Screenplay</b> Some sentences may vary in length but not in structure. Dialogue sometimes sounds unnatural. A few sentences vary in length and have</p>	<p><b>Script/Screenplay</b> Most sentences vary in length and structure. Dialogue usually sounds natural. The majority of sentences begin in a variety of ways, and</p>	<p><b>Script/Screenplay</b> Sentences vary in length as well as structure. Dialogue sounds natural. Purposeful and varied sentence beginnings add variety and</p>

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refine expression, and present their work effectively.	<p>sentences begin the same way and are of the same length.</p> <p><b>Titles</b> Only a few titles are clear and easy to read. Font size is inappropriate and distracts from the content. Titles do not follow conventions.</p>	<p>different beginnings.</p> <p><b>Titles</b> Some titles are clear and easy to read and of appropriate size. Pace of titles adds to the content in a few cases. Some titles follow conventions.</p>	<p>sentence lengths usually vary.</p> <p><b>Titles</b> Most titles are clear and easy to read. Font size is usually appropriate, and pace of titles adds to the content. The majority of the titles follow conventions.</p>	<p>energy.</p> <p><b>Titles</b> All titles are clear and easy to read. Font size is appropriate, and pace of titles adds to the overall message of the video. All titles consistently follow rules and conventions.</p>
<p><b>Voice and Audience</b> Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques.</p>	<p>The development of the anti-bullying message in the video is limited and does not represent a point of view.</p>	<p>The anti-bullying message in the video clip is somewhat realistic but doesn't reflect a unique or individual perspective on the topic.</p>	<p>Video clip is realistic, and somewhat engaging. Video usually makes the viewer think about, and react to, the group's ideas and point of view.</p>	<p>Video clip is realistic, and engaging. Video makes the viewer think about, and react to, the group's ideas and point of view.</p>
<p><b>Symbolic and Technical Conventions</b> Identify some media forms and explain how the conventions and techniques associated with them are used to create meaning.</p>	<p><b>Camera techniques:</b> Shots are blurry and do not appear in frames. Camera placement and movement are inappropriate for the desired effect to suit the message.</p> <p><b>Video cropping:</b> Many clips show excess footage.</p> <p><b>Sound</b> Sound and visuals are rarely well coordinated. Sound choice distracts from the meaning or tone.</p>	<p><b>Camera techniques:</b> Some shots are clearly focused and well framed. Camera placement and movement are sometimes chosen for the desired effect to suit the message.</p> <p><b>Video cropping:</b> The clips show some excess footage.</p> <p><b>Sound</b> Some sound clips are well coordinated with visuals. Sound choice usually adds to the meaning or tone.</p>	<p><b>Camera techniques:</b> Most shots are clearly focused and well framed. Camera placement and movement are often chosen for the desired effect to suit the message.</p> <p><b>Video cropping:</b> Most clips show no excess footage.</p> <p><b>Sound</b> Sound is well coordinated with most visuals. Sound choice adds to most of the meaning or tone.</p>	<p><b>Camera techniques:</b> Shots are clearly focused and consistently well framed. Camera placement and movement are effectively chosen for the desired effect to suit the message.</p> <p><b>Video cropping:</b> The clips show no excess footage.</p> <p><b>Sound</b> Sound is always well coordinated with visuals. Sound choice adds to the overall meaning or tone.</p>

Adapted with permission from the "Write to Produce" Project, Halton District School Board (February 2006)