

Video Career Research Project Rubric Grades 10–12 | Total: 100 Points

Category	Pts	Exemplary (A)	Proficient (B)	Developing (C)	Needs Improvement (D/F)
Research & Content Accuracy	25	In-depth, accurate info; multiple credible sources; explains complexities.	Accurate and covers all required info.	Some missing or inaccurate details.	Much content missing or unclear.
Media & Visuals	20	High-quality, relevant visuals that enhance understanding.	Good quality and relevance with minor issues.	Visuals present but sometimes off-topic or low quality.	Little or no relevant media.
Storyboard & Planning	15	Detailed, scene-by-scene plan with clear visuals and notes.	Complete with good flow; minor gaps.	Partial or unclear storyboard.	No meaningful planning.
Narration / Voiceover & Audio	15	Clear, engaging, well-paced narration with balanced audio.	Generally clear with minor pacing issues.	Unclear or off-tempo at times.	Missing, unclear, or distracting audio.
Editing, Transitions & Cohesion	15	Smooth transitions, strong flow, polished look.	Mostly clean with minor rough edges.	Rough edits or weak flow.	Choppy or disjointed with poor cohesion.
Length, Timing & Format	5	Meets all length/format requirements.	Slight deviations but acceptable.	Below required length or minor format issues.	Far below length or major issues.
Mechanics, Grammar & Citations	5	No grammar errors; proper citations and attributions.	Few minor errors or citation issues.	Noticeable errors or incomplete citations.	Many errors or missing citations.