

TLS MEDIA SERVICES

COURSE MEDIA RUBRIC

VERSION 1.0 | SEPTEMBER 21, 2015

Criteria	Deficient	Adequate	Outstanding
Relationship to Course	<p>Video is difficult to identify or find within myCourses</p> <p>Video is provided as non-streaming files that students must download</p> <p>Information in the video contradicts information elsewhere in the course</p> <p>Relevance or connection of video to course activities is unclear</p>	<p>Video is clearly labeled and can be easily found from the course schedule/plan/syllabus; may link to an outside source</p> <p>Video title represents what the video is about</p> <p>Video content supports current student activity</p>	<p>Video content is clear from the title</p> <p>Video is embedded within a lesson.</p> <p>An outline of topics covered in the video is available for student reference</p> <p>Video explicitly links to a related course activity or other course resource; content is directly applied by students within the current module</p>
Pace / Tone	<p>Length is excessive (exceeds 15 minutes)*</p> <p>Covers multiple topics that should be addressed as separate videos</p> <p>Lacks humor, wit, personality or other means for students to connect to the instructor on a personal level.</p>	<p>Length risks losing student interest (usually 6-15 minutes)</p> <p>Misses opportunities to break into shorter videos</p> <p>Instructor presents her/himself in a manner that is consistent with their in-person persona</p>	<p>Maintains student interest throughout (under 6 minutes)</p> <p>Engages students with a compelling question or exciting “hook,” such as an interesting fact or graphic.</p> <p>Instructor conveys a personal feel with attributes such as conversational/enthusiastic tone, video/images of the instructor, wit/humor</p>

** Video lengths are guidelines; the true determinant of proper length is student interest and engagement.

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Narration	<p>Lacks clear organization or flow</p> <p>Voice is monotonic or unexciting</p> <p>No introduction or summary</p>	<p>Content is planned; sometimes jumps abruptly to another topic</p> <p>Delivery is stilted or seems “read”</p> <p>Relationship between narration and images not always clear</p> <p>Video includes a good introduction</p>	<p>Content is well organized, with clear transitions between topics</p> <p>Delivery is prepared and smooth, in a conversational style</p> <p>Voice is clear, expressive, and enthusiastic</p> <p>Spoken words match corresponding text and/or graphics</p> <p>Video includes a meaningful introduction and a summary at the end</p>
Visuals	<p>Instructor image does not appear</p> <p>Lacks visuals to complement or enhance the narration</p> <p>Includes a preponderance of on-screen text (On-screen text dominates each frame or slide)</p> <p>On-screen text is difficult to read</p>	<p>Some images are used to complement the narration</p> <p>Minimal amount of shot/image variety</p> <p>Strong reliance on text when images might serve as a better choice</p> <p>Missed opportunities to use images</p>	<p>The instructor's image appears at key moments such as the beginning, to stress important information, during a transition from one topic to another, or to summarize the video.</p> <p>Video uses clear on-screen text to present complex or key terms; formulas, steps to a process, etc.</p> <p>On-screen text is used sparingly and placed near corresponding graphics</p> <p>Video contains a variety of dynamic visuals or shot types, such as 'talking head', annotations or highlighting on screen, transitions, simple animations (boxes or arrows pointing out key information as needed)[†].</p>

[†] Depending on overall format and intent of video.

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<p>Production</p>	<p>Background noises are a distraction</p> <p>Volume levels are too low and it is difficult to hear speaker; volume levels vary drastically</p> <p>Images are of low quality and /or are distorted</p> <p>Images contain watermarks or other indicators that they were used without permission</p> <p>No captions or inaccurate captions; captions obscure important areas of the screen</p>	<p>Speaker can be heard but the audio is not entirely clean; artifacts such as hiss, hum, or static indicate a low quality microphone was used.</p> <p>Volume levels are inconsistent yet the speaker can always be heard</p> <p>Video quality is inconsistent</p> <p>Accurate open captions included</p>	<p>Voice volume is consistent and enhances presentation.</p> <p>Free of background noise, fumble sounds, or dead space</p> <p>Video resolution is high definition; images used within the video are at a clear resolution.</p> <p>Accurate closed captions included</p>