

TABLE 10.2 VIDEO EVALUATION RUBRIC
VIDEO TITLE:
DESCRIPTION:
SUBJECT AREA APPLICABILITY:
LENGTH:
COST:
VENDOR:
COMMENTS:

Using each of the following criteria, evaluate the effectiveness of the video for teaching and learning. Mark the box that best reflects the video with reference to the evaluation dimension. Select videos that score 4 or more in the most dimensions.

<i>Dimension</i>	1 Poor	2 Below Average	3 Average	4 Above Average	5 Excellent
Relevance to Curriculum	Video does not address significant aspects of the curriculum; addresses few targeted objectives.	Video includes both relevant and irrelevant elements; minimum objectives are met.	Some video elements add to and clarify the curriculum concepts; some are extraneous; some objectives addressed.	Most video elements add to and clarify key curriculum concepts and address targeted objectives.	All aspects of the video significantly add to and/or clarify key curriculum concepts; meets objectives.
Currency and Accuracy	Video is not current and has a significant number of factual inaccuracies.	Video is somewhat current in images and content; mostly accurate.	Video is overall current and accurate, but there is sufficient dated content to be distracting.	Video is mostly current and accurate; occasional images are dated and some facts are less than accurate.	Video includes current images and presents content that is accurate.
Engages Learner	Video components do not provide sufficient interest and variety to engage the learner.	Video includes a number of elements that are likely to negatively affect the learner's attention.	Some video elements are interesting, while others are lacking; somewhat motivating and engaging.	Most elements of the video are interesting and motivating; some elements may not keep learner interest.	Video is interesting and provides motivation; fully engages the learner's attention.
Support Materials	No additional support materials are available with this product.	Few additional materials are available; those included are of average quality and provide limited support.	Some additional materials are available; quality of additional materials is good; some target key objectives.	Key materials of good quality are available to accompany the product; most are of high quality and target objectives.	Ample additional materials are of high quality, are easy to use, and target key objectives.
Technical Quality	Video is overall of poor video and audio quality; production values and quality are minimal.	The video is of moderate technical quality, ranging from poor elements to average production elements.	Aspects of the video range from average to good quality in terms of production.	Most aspects of the video are well done in terms of audio and video production.	All aspects of the video are excellent in terms of production quality.

