**Music Video Rubric (adopted from Polk County ITV)**

Creativity (40 points)

Music videos became a popular form of both art and entertainment in the early 1980s. Since that time thousands of them have flashed across our theatre and television screens on movies, music video channels, and both news and sports broadcasts. With all those models to choose from, it is no wonder that some music videos emulate or parody others, an approach that can still be viewed as a form of creativity. That would be especially true if a school rewrites the lyrics of a popular song or has a vocal or instrumental group or individual within the school perform the song. Many artists, on the other hand, seek their own unique sound and look, writing, performing, and filming from scratch, an approach most would argue represents creativity in its highest form. If, however, you want to use an existing song, remember to secure written permission from the artist or publisher who has the rights to the song.

The following ranges will be used when deciding points in the above section:

33-40 points - Decidedly Superior (meets best practices 80%-100 % of the time)

25-32 points - Above Average (meets best practices 60%-80 % of the time)

18-24 points - Average (meets best practices 40%-60% of the time)

9-17 points - Below Average (meets best practices 20%-40% of the time)

1-8 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Artistic Match Between Music and Visual Images (30 points)

One of the biggest decisions any music video producer makes is deciding exactly what video scenes will be on the screen at every moment the song is playing. Many of us hear songs before we ever see the matching video, and then find ourselves amused, disappointed, surprised, entertained, etc. when we see the music video produced to go with that song. Sometimes we believe that the video matches the music perfectly, while other times we disagree with the producer’s interpretation of the song’s meaning or mood.

The following ranges will be used when deciding points in the above section:

24-30 points - Decidedly Superior (meets best practices 80%-100 % of the time)

19-23 points - Above Average (meets best practices 60%-80 % of the time)

13-18 points - Average (meets best practices 40%-60% of the time)

7-12 points - Below Average (meets best practices 20%-40% of the time)

1-6 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Technical Merit (25 points)

* Sound clarity and volume – *5 points*
* Camera work (steadiness, proper framing, creativity) – *5 points*
* Appropriate lighting and color balance – *5 points*
* Video and audio editing – *5 points*
* Set (use of locations, props) – *5 points*