

## Spotlight Video Production Rubric

The video produced:	Exemplary	Satisfactory	Needs Improvement
<b>Contains an ENGAGE section that identifies the science misconception.</b>	Presents a question to address the misconception through a real-world problem.	Presents a question to set up the misconception, but it isn't a real-world problem.	No ENGAGE. No introduction to the misconception.
<b>Contains an EXPLORE section that includes a demonstration to debunk the misconception.</b>	Through the demonstration the viewers see how to set up an activity to explore the science concept and are encouraged to repeat this demonstration for themselves.	Viewers are shown a demonstration, but there is no encouragement for viewers to repeat the demonstration for themselves.	No demonstration is included.
<b>Keeps the viewers' attention and is engaging.</b>	Highly engaging through the entire video. The viewer is involved with questions to answer or instructions to follow. Includes dialogue with more than one voice (conversation).	Viewers are less engaged in some sections of the video.	Unengaging for viewers.
<b>Contains high quality visual content.</b>	High quality visual content. Clear and crisp images are used throughout the video.	Most of the content and visuals are high quality.	Content and visuals are poor quality.
<b>Contains high quality audio aspects.</b>	High quality audio; the audio level is consistent throughout the video.	There are inconsistencies in the audio.	The audio is poor; viewer cannot follow the intent of the video.
<b>Ranges between 90 and 120 seconds.</b>	Falls within the time limit constraints.	Length is too long or too short by 10 seconds.	Length is too long or too short by more than 10 seconds.
<b>Contains actors who pronounce words with clarity and appropriate inflection/expression.</b>	Actors speak clearly and distinctly; facial expressions and body language generate a strong interest and enthusiasm.	Facial expressions and body language sometimes generate a strong interest and enthusiasm for the topic.	Actors cannot be understood OR mispronounce words; little use of facial expressions or body language. Did not generate much interest in topic being presented.
<b>Includes labels for ENGAGE and EXPLORE sections, Spotlight intro, end credits, NASA disclaimer, and Spotlight outro.</b>	Video includes all required components with no errors.	Some components are missing.	Most of the required components are missing.