Video Project Feedback   **Student Name**:

ACTIVITY	GUIDELINES	COMMENTS
Purpose 10	• Does the piece have a clear topic and purpose? • Is the message clear?	
Audience 10	• Are the vocabulary, audio and graphics adequate for the target audience? • Is the piece engaging?	
Content/ Organization 10	• Is the content and storyline thought-provoking? • Is it useful for prompting discussion and dialogue?	
Script 10	• Does the piece reflect a clear and compelling organization of video, audio and words (voiceover, dialogue) to make important points? • Can the video be related to course themes (technology, culture, identity, etc…)?	
Audio 10	• Is voice quality is clear and consistently audible throughout the video? • If music is used, does it enhance the piece and matches the story line?	
Pacing 10	• Does the pace (rhythm and voice punctuation) fit the storyline? • What elements help to "get into" the story?	

Emotion 10	• Does the emotional dimension of the piece match the storyline well? • Are you encouraged to care about the topic, person, organization, etc?	
Images 10	• Do images create a distinct atmosphere or tone that matches different parts of the story? • Is the story transformed by the use of images?	
Economy 10	• Does the story include the right amount of detail throughout? • Does the video seem too short or too long at any point?	
Credit 10	• Do credits seem to include all people, organizations, quotes, ideas, music, and contributors?	
Other general comments/ suggestions/ encouragement	• It's a great preview and it reflects a lot of work and thought about the topic and aesthetic. Some improvement based on the feedback and your own expectations might make it even stronger. •	