

Vodcast Rubric

	4	3	2	1
Content	The vodcast enriches the exhibit. Visitors will get more out of the exhibit than they would by just viewing content on their own. The vodcast allows the curator to share their knowledge and life work to audiences in a new medium. The vodcast has a clear introduction, middle and end. The introduction gives credit to group members and the curator.	Most of the following criteria is present: The vodcast enriches the exhibit. Visitors will get more out of the exhibit than they would by just viewing content on their own. The vodcast allows the curator to share their knowledge and life work to audiences in a new medium. The vodcast has a clear introduction, middle and end. The introduction gives credit to group members and the curator.	Some of the following criteria is present: The vodcast enriches the exhibit. Visitors will get more out of the exhibit than they would by just viewing content on their own. The vodcast allows the curator to share their knowledge and life work to audiences in a new medium. The vodcast has a clear introduction, middle and end. The introduction gives credit to group members and the curator.	The vodcast is just repeating information that the viewer could get from visiting the exhibit. The vodcast does not have a clear beginning, middle or end. Proper credit to the curator or group members is missing.
Sound Quality	The volume of the vodcast is loud enough to hear. Sounds/voices are normalized. No ambient sounds or background noises that detract from the vodcast can be heard. Voiceovers are clear and easy to understand and are preformed, not merely read. Transitions between music, voices and sound effects are smooth and may gradually fade in and out.	Slight improvements on the sound quality could have been made.	Parts of the vodcast have flaws in the sound quality that detract from the presentation.	The sound quality of the vodcast does not meet expectations and the vodcast is not of good enough quality to be posted on the museum web site.

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Level of Professionalism	The vodcast is interesting to listen to. It contains a variety of speaker voices, sound effects and music to keep the listener interested throughout the vodcast. "Ums"... "ahs"... and gaps are edited out.	Some improvements to the vodcast could have been made to improve the quality of the vodcast. For example, "Ums"... "ahs"... and gaps are edited out.	The vodcast could have had more auditory interest added to it. For example, more speaker voices, music or transitions could have been added.	The vodcast is boring to listen to. No transitions, music, or sound effects are used.
Technical Requirements	<p>All of the following technical requirements are present: The vodcast is saved in the following formats: WAV file for vodcast</p> <p>For uploading to the cell phone:</p> <ol style="list-style-type: none"> 1. WAV file (not mp3) 2. PCM (uncompressed) 3. Sample rate: 8,000hz 4. Bit depth-16 5. Channel-mono (not stereo) <p>ID3 tags The author's names, the title of the vodcast and are included so viewers can see this when they download it on their iPod or MP3 player.</p>	<p>Most of the following technical requirements are present: The vodcast is saved in the following formats: WAV file for vodcast</p> <p>For uploading to the cell phone:</p> <ol style="list-style-type: none"> 1. WAV file (not mp3) 2. PCM (uncompressed) 3. Sample rate: 8,000hz 4. Bit depth-16 5. Channel-mono (not stereo) <p>ID3 tags The author's names, the title of the vodcast and are included so viewers can see this when they download it on their ipod or MP3 player.</p>	<p>Some of the following technical requirements are present: The vodcast is saved in the following formats: WAV file for vodcast</p> <p>For uploading to the cell phone:</p> <ol style="list-style-type: none"> 1. WAV file (not mp3) 2. PCM (uncompressed) 3. Sample rate: 8,000hz 4. Bit depth-16 5. Channel-mono (not stereo) <p>ID3 tags The author's names, the title of the vodcast and are included so viewers can see this when they download it on their iPod or MP3 player.</p>	<p>Many of the following technical requirements are not present: The vodcast is saved in the following formats: WAV file for vodcast</p> <p>For uploading to the cell phone:</p> <ol style="list-style-type: none"> 1. WAV file (not mp3) 2. PCM (uncompressed) 3. Sample rate: 8,000hz 4. Bit depth-16 5. Channel-mono (not stereo) <p>ID3 tags The author's names, the title of the vodcast and are included so viewers can see this when they download it on their iPod or MP3 player.</p>

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Time Requirements	The vodcast is between 2 and 4 minutes long	The vodcast is slightly under or over the time requirement	The vodcast is within one minute of the time requirements	The vodcast is either under or over the time requirement by over a minute
Introductory Paragraph	Includes a one paragraph introduction to the vodcast in a word processing file that can be uploaded to the Museum web site. The paragraph is well written, concise and free of any grammatical or spelling errors. It entices visitors to want to listen to the vodcast.	A little tweaking is needed before the paragraph can be uploaded to the museum web site.	The paragraph needs some revisions before it can be uploaded to the museum web site.	The paragraph is unacceptable and would need to be completely rewritten to be uploaded to the museum web site.
California State Standards	Includes identification of what California State Standards are covered in the vodcast content. The number and wording of the standard are included.	Most of the applicable California State Standards are included.	Some of the applicable California State Standards are included.	More California State Standards should have been included and/or Standards identified are not appropriate or are incomplete.
Digital Photos	Three to five quality photos that can be uploaded to the Museum web site have been submitted. Photos are high quality (perhaps even edited) and enhance the vodcast.	Slight editing to photos could have improved their quality.	Photos may not be clear, have enough lighting or contain distracting elements.	Photos are not acceptable and cannot be used on the museum web site.

Video Quality	<p>Shots are well lit and clear.</p> <p>Pans and zooms are smooth and at the appropriate speed for the content; shots are in focus; shots are steady</p>	<p>Most shots are well lit and clear.</p> <p>Pans and zooms are mostly smooth but may be inappropriate or distracting or used too frequently; some shots are out of focus; some shots are unsteady</p>	<p>Some pictures and/or video needed to be better lit or were not clear.</p>	<p>Pictures and/or video are of low quality.</p> <p>Panning or zooming is unsteady or at an inappropriate speed; excessive panning or zooming is distracting; shots are out of focus; shots are unsteady</p>
Transitions and Edits	<p>Transitions and edits are smooth and do not distract from the video; edits and transitions are appropriate to the subject matter and add to the flow of the video</p>	<p>Most transitions and edits are smooth</p>	<p>Some transitions seem out of place and are distracting; most edits and transitions are appropriate to the subject matter but some are distracting</p>	<p>Transitions and edits are confusing; transitions are overused or are not used when needed; edits and transitions detract from the "flow" of the video</p>