

Performance Criteria	Excellent Work (5pts)	Good work (4pts)	Satisfactory work (3pts)	Poor work (2pts)
Organization	The video has a clear and identifiable focus. All components of the video relate to the focus.	The movie has a clear identifiable focus, but one part of the movie does not relate to the focus	The movie has a clear identifiable focus, but two or more parts of the movie do not relate to the focus.	The movie has no focus.
Format	The movie is 4-5 minutes long. The movie has a title. All sources are cited in the credits in MLA Format.	The movie has a title. A few sources are not cited in the credits, or the movie is 3:30 min or longer	Many sources are not cited or are improperly cited in the credits. Movie lacks a title. Movie is 2:30 min or longer.	The movie is under 2 minutes or there are no credits.
Required Elements	Endangered Species Act and its purpose. Data and information for 2 endangered species and their habitat/biome. Actions being done to conserve/protect these species. Two interesting facts about the species.	At most one element is missing.	At most two elements missing.	At most 3 elements missing.
Content	All information presented is accurate. Information presented for all required elements conveys considerable research. Images and statistics back up focus with evidence. Images correspond with dialogue.	All information presented is accurate Further research is required for one element.	All information presented is accurate. Further research is required for two elements. Focus is not well supported by evidence.	Information is inaccurate or information is lacking for three or more required elements. Images do not correspond with dialogue. Producer does not use images and statistics to back up focus
Creativity	Movie conveys focus in an innovative way. Storyboard is original and creative. Producers create original artwork, animation, music, or video.	Movie conveys focus in an innovative way. Storyboard is original and creative. Producers find artwork, animation, music, or video that helps convey the focus	Movie conveys focus Producers find artwork, animation, music, or video that helps convey the focus.	Poor use of artwork, animation, sound, music, video, and text.