# Rubric for Video Presentation 6.4210/12

Communication goal:

* An audio-visual overview of your design process and findings.

Target audience:

* The audience for your video presentation is your peers in the class, and so you don’t need to spend time explaining the concepts of your project.
* Aim to use the video to allow your classmates to learn as much as possible about your project and design experience.

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| ***Project title***: |  |
| **Creator(s)**: |  |

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| EVALUATION CRITERIA | | Notes |
|  | ***Argument & engagement***: Video presents a brief, compelling audio-visual summary of the motivating problem/opportunity, approach, and results, and makes a compelling case for the significance of the project. |  |
|  | Video captures the team’s or creator’s design experience: i.e. what surprised you, what you learned, and what didn’t work as expected, and why, and the outcome you arrived at. |  |
|  | ***Audio-visual design***: Video uses the audio-visual medium effectively: e.g. avoids text-heavy and crowded visual content and uses visuals to complement and illustrate spoken content. |  |
|  | ***Structure***: Video has a logical, full-circle structure (e.g. moves from definition of a motivating problem or opportunity to an explanation of a solution; or from a research question to research findings…), and makes smooth transitions between the segments of the presentation. |  |
|  | ***Delivery***: Voice-over is clear and transitions between speakers are smooth. |  |