CSE442 - Software Engineering
Video Rubric
Each video should be 5 – 7 minutes long & every student must speak in the video

Skill	Unsatisfactory (0)	Developing (1)	Satisfactory (2)	Exemplary (3)
Uses proper organization and structure	Sequence of information is very difficult to follow **OR** No apparent structure or continuity **OR** Length of the report is either too short or too long.	Sequence of information is hard to follow as there is little continuity **AND** Length of the report is adequate	Information is presented in a mostly logical manner, and is relatively easy to follow **AND** Length of the report is acceptable	Information is presented in a logical, interesting way, and is easy to follow **AND** Length of the report is appropriate
Uses visual-aids properly	No visual-aids **OR** Inappropriate, visual-aids	Visual-aids are of poor quality or do not support the presentation	Visual-aids are adequate and related to the presentation	Presentation is reinforced by the use of attractive visual aids
Speaks clearly and has an appropriate delivery	Mumbling or incorrect pronunciation of terms **OR** Volume is too low or too high **OR** Does not use appropriate vocabulary, monotonous, and rate of speech inappropriate	Occasional mispronunciation of terms **AND** Uses appropriate vocabulary, and uneven rate of speech	Voice is clear and at a proper volume **AND** Most words pronounced correctly, rate of speech is steady, and adequately prepared	Clear voice and correct pronunciation of terms, rate of speech is steady, well prepared, and shows enthusiasm & confidence
Demonstrates rapport with audience and has professional personal appearance	Word choice and tone is frequently inappropriate for a commercial demo and/or frequently makes the viewer feel like they cannot relate to the presenter(s) **OR** Inappropriate appearance	Word choice and tone is occasionally inappropriate for a commercial demo and/or occasionally makes the viewer feel like they cannot relate to the presenter(s) **AND** Appearance marginally acceptable	Word choice and tone is rarely inappropriate for a commercial demo and/or rarely makes viewers feel like they cannot relate to the presenter(s) **AND** Appearance is appropriate	Word choice and tone is always appropriate for a commercial demo and always makes viewers feel like they can relate to the presenter(s) **AND** Appearance is professional
Demonstrates familiarity with content of presentation	Regularly discusses specific implementation details or explanations of how project works that would not be appropriate for a commercial demo	Occasionally discusses specific implementation details or explanations of how project works that would not be appropriate for a commercial demo	Rarely discusses specific implementation details or explanations of how project works that would not be appropriate for a commercial demo	Never discusses specific implementation details or explanations of how project works that would not be appropriate for a commercial demo
Uses proper sales presentation format	Presentation does not tell a story **OR** Presentation has more than five misspellings or hard-to-read sections	Presentation tells a story **AND** Presentation has no more than five misspellings or hard-to-read sections	Presentation tells a story **AND** Presentation has no more than three misspellings or hard-to-read sections	Presentation tells a story **AND** Presentation has no misspellings or hard-to-read sections