

Prof. Williams
E365

Evaluation Criteria for Concept in 60 Video – 20% of total grade

Pieces		
1. Written proposal for video	25 pts	
2. A 60 second video	25 pts	
3. Production Writing	25 pts	
4. Self-Assessment and reflection	25 pts	

Evaluation Criteria for Written Proposal

1. Originality and creativity of approach to the concept
2. Articulation of reasons why you are interested in working on the concept
3. Identification of preparatory work and challenges you expect to face

Evaluation Criteria for Concept in 60 Video

1. Does the video meet the criteria of the prompt (unmatched audio, 60 seconds, conceptual)?
2. Nuanced presentation of a critical, reflective, and/or interpretative approach to its subject matter
3. Demonstration of proficiency with iMovie in final video

Evaluation Criteria for Production Writing

1. Making best use of alphabetic representation (i.e. text, white space, acts of reading, etc.)
2. Clarity of expression of concept
3. Editing, sentence structure, mechanics

Evaluation Criteria for Self-Assessment and Reflection

1. Specific Outcomes that are important/relevant and well-informed by the outcomes of the course identified
2. How well do you apply these outcomes to your project?
3. Quality of reflections on changes you'd make if you were to revise the video