

# GMA 2008 – Video Production Rubric

2007-2008

The GMA Video Production Rubric is provided to GMA Coaches for use in providing a continuous flow of constructive feedback to Student Teams throughout the video production process. Use of the rubric, which reflects the National Educational Technology Standards for Students – The Next Generation, will focus student learning and guide students toward the criteria considered to be essential in development of high-quality technology projects.

## I. Creativity and Innovation

Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.

Apply existing knowledge to generate new ideas, products, or processes.

5      4      3      2      1

Create original works as a means of personal or group expression.

5      4      3      2      1

Use models and simulations to explore complex systems and issues.

5      4      3      2      1

Identify trends and forecast possibilities.

5      4      3      2      1

## II. Communication and Collaboration

Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.

Interact, collaborate, and publish with peers, experts or others employing a variety of digital environments and media.

5      4      3      2      1

Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

5      4      3      2      1

Develop cultural understanding and global awareness by engaging with learners of other cultures.

5      4      3      2      1

Contribute to project teams to produce original works or solve problems.

5      4      3      2      1

## III. Research and Information Fluency

Students apply digital tools to gather, evaluate, and use information.

Plan strategies to guide inquiry.

5      4      3      2      1

Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.

5      4      3      2      1

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Evaluate and select information sources and digital tools based on the appropriateness to specific tasks.

5      4      3      2      1

Process data and report results.

5      4      3      2      1

## IV. Critical Thinking, Problem-Solving & Decision-Making

Students use critical thinking skills to plan and conduct research, manage projects, solve problems and make informed decisions using appropriate digital tools and resources.

Identify and define authentic problems and significant questions for investigation.

5      4      3      2      1

Plan and manage activities to develop a solution or complete a project.

5      4      3      2      1

Collect and analyze data to identify solutions and/or make informed decisions.

5      4      3      2      1

Use multiple processes and diverse perspectives to explore alternative solutions.

5      4      3      2      1

## V. Digital Citizenship

Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior. Students:

Advocate and practice safe, legal, and responsible use of information and technology.

5      4      3      2      1

Exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity.

5      4      3      2      1

Demonstrate personal responsibility for learning.

5      4      3      2      1

Exhibit leadership for digital citizenship.

5      4      3      2      1

## VI. Technology Operations and Concepts

Students demonstrate a sound understanding of technology concepts, systems and operations.

Understand and use technology systems. (**Videoography**: lighting, sound, camera, Rule-of-Thirds)

5      4      3      2      1

Select and use applications effectively and productively. (**Video Editing**: transitions, pace, text, graphics, style)

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5      4      3      2      1

Troubleshoot systems and applications.

5      4      3      2      1

Transfer current knowledge to learning of new technologies.

5      4      3      2      1

Reference: National Educational Technology Standards for Students (NETS): The Next Generation, International Society for Technology in Education (ISTE) 2007

“What students should know and be able to do to learn effectively and live productively in an increasingly digital world ...