

Video- Preproduction : Green Product Infomercial

Group: _____

CATEGORY	4	3	2	1
Green Product Choice and Overall Plan	Team has a clear picture of what Green Product they are going to study. Each member can describe what they are trying to do and generally how his/her work will contribute to the final product.	Team has a fairly clear picture of what Green Product they are going to study. Each member can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final product.	Team has brainstormed their Green Product, but no clear focus has emerged for the team. Team members may describe the goals/final product differently.	Team has spent little effort on brainstorming and refining a concept. Team members are unclear on the goals and how their contributions will help them reach the goal.
Research	Documents in the Group File Exchange or Discussion Board indicate that the group members developed the benefits, advantages, and drawbacks of the green product, consulted at least 3 reference sources, developed a position based on their sources, and correctly cited their sources.	Documents in the Group File Exchange or Discussion Board indicate that the group members consulted at least 3 reference sources, developed a position about their Green Product based on their sources, and correctly cited their sources.	Documents in the Group File Exchange or Discussion Board indicate that the group members consulted at least 2 reference sources, developed a position about their Green Product based on their sources, and correctly cited their sources.	There are fewer than two Documents in the Group File Exchange or Discussion Board OR sources are incorrectly cited.

Script	Script is complete and it is clear what each actor will say and do. Entries and exits are scripted as are important movements. Script is quite professional.	Script is mostly complete. It is clear what each actor will say and do. Script is shows planning.	Script has a few major flaws. It is not always clear what the actors are to say and do. Script shows an attempt at planning, but seems incomplete.	There is no script. Actors are expected to invent what they say and do as they go along.
Storyboard	Storyboard is complete with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. Storyboard reflects outstanding planning and organization for the visuals in the video.	Storyboard is relatively complete with sketches for most scenes, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects effective planning and organization for the visuals in the video.	Storyboard has glaring omissions in scene planning. There are some sketches, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects attempts at planning and organization for the visuals in the video.	Storyboard is not done or is so incomplete that it could not be used even as a general guide. Storyboard reflects very little planning of the visuals.
Teamwork	Students meet and discuss regularly. All students contribute to the discussion and all are listened to respectfully. All team members contribute a fair share of the work.	Students meet and discuss regularly. Most students contribute to the discussion and are listened to respectfully. All team members contribute a fair share of the work.	A couple of team meetings are held. Most students contribute to the discussion and are listened to respectfully. All team members contribute a fair share of the work.	Meetings are not held AND/OR some team members do not contribute a fair share of the work.

