



Video Production Storyboard feedback

Bloom's Digital Taxonomy – Creating - Planning

Name:

Storyboarding is a key aspect of the any video production task. This rubric provides guidance as to the required level of detail and depth for this aspect of the task.

Level	Criteria
Not achieved	Does not reach the minimum level
Acceptable	<p>The storyboard contains some detail. A script is provided.(Script has a start, middle and finish) Most scenes have some detail and some action is described. There is information about some of the following:</p> <ul style="list-style-type: none">• Transitions between scenes• Camera action, angles and shots• Lighting effects• Sound effects• Timing are approximate <p>Sketches are included and have some accuracy. The Storyboard is understandable and has some flow</p>
Good	<p>The storyboard is mostly accurate or detailed. A suitable script is provided (Script has a start, middle and finish) Most scenes are detailed and the action is described. There is detailed information about most of the following:</p> <ul style="list-style-type: none">• Transitions between scenes• Camera action, angles and shots• Lighting effects• Sound effects• Timing are relatively accurate compared to script <p>Sketches are reasonable accurate It is relatively easy for a third party to understand the shot and flow of the advertisement</p>
Excellent	<p>The storyboard is accurate and detailed. A suitable and appropriate script is provided (Script has a start, middle and finish). Scenes are detailed and the action is accurately described. There is Consistent detailed information about:</p> <ul style="list-style-type: none">• Transitions between scenes• Camera action, angles and shots• Lighting effects• Sound effects• Timing is accurate and consistent with the script and transitions <p>Sketches are consistently accurate and show care and attention to detail. It is easy for a third party to understand the shot and flow of the advertisement</p>