

Recruitment Video Rubric

| | 4 | 3 | 2 | 1 or less | Score |
|---------------|--|---|--|--|-------|
| Interview | There are multiple interviews, different perspectives, thoughtful questions, flows well and is interesting. | More than one interview, questions and answers are informative. | One interview, barely any information, awkward placement, doesn't add to overall quality | No interview, lacking any questions or answers unclear as to what the OHS Band Program is. | |
| Content | Videos and pictures from rehearsals, games, competitions, and other performances. Portrays the fun side of OHS Band Program. | Lots of pictures and videos, but does not cover the scope of the group. Good, but could have been better. | A few pictures and videos but the people and places pictured are limited. | Scarce videos and pictures, does not depict all aspects of the band, odd placement. | |
| Creativity | Music and transitions are fun and unique, the finished project is representative of the unique and special quality of the OHS Band Program. | Repetitive music and transitions, could show more of the OHS Band Program | Little use of music or transitions, forgets some of the aspects of the OHS Band Program. | No music or transitions, mentions the OHS Band Program. | |
| Organization | Video moves from topic to topic fluidly, makes sense, looks clean and professional. Attention getting transitions and background music. | Rough transitions between topics, could be more professional. | Little to no transitions from topic to topic, unprofessional. | Very unprofessional, no transitions, no background music. | |
| Effectiveness | The video is persuasive, portrays the band in its best light. The video is a good length and is full of pictures, videos, interviews, music, and spirit. | Persuasive, too short/long, could use more interviews, pictures, or videos | Limited pictures and videos, no music or spirit, could be more persuasive | No pictures, videos, interviews, music, or spirit, not persuasive. | |

Comments:

Final Score:

 /20