

High-Quality Instructional Video

A Single Point Rubric

Adapted from Ackerman (2021)

Purpose: This rubric is designed to help educators and instructional designers plan and create digital resources in which a teacher is providing narration over graphics (including diagrams, photographs, animations, or video) that are aligned with principles of multimedia learning.



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

- 1) The video is introduced to prime students and place it in context
So that the video is meaningful, learners should have a sense of why the information in the video is relevant.
- 2) Extraneous material is excluded
Decorative images or “fun facts” that do not contribute to the information being presented distract rather than motivate. Information that puts the material in context or otherwise motivates learners should be included in other media.
- 3) Organizing cues are provided
Narration that includes words like “first” or “next” along with arrows or other cues to the relevant part of the graphics help learners especially when the material is complex.
- 4) Graphics with narration (but not on-screen text)
The most effective instructional video provides audio narration to explain graphics. Except for close captions (which users can control), avoid explanatory text on the screen.
- 5) Narration and corresponding graphics are synchronous
If there is animation that stops before the explanation does, leave a static image on the screen until the explanation ends. Once the graphic is explained, remove it from the screen.
- 6) Content is chunked appropriately
The most effective instructional videos tend to be brief (less than about 6 minutes).

7) The narration is conversational and expressive

Avoid computer-generated narration and overly scripted narration.

8) The video avoids statements or references that would likely become quickly outdated (thus, increasing the return-on-investment for the time it takes to create the video, and increasing its reusability).

9) The video includes closed captions, descriptive video narration, or a transcript (to increase the accessibility of the video to all audiences).

10) Any on-screen text that is included uses a single font family that is easy to read (preferably a sans-serif font).

References

Ackerman, G. (2021, November 30). An Instructional Video Rubric. *Hackscience.education*.
<https://hackscience.education/2021/11/30/an-instructional-video-rubric/>