

# Instructor Welcome Video Rubric

Adapted from Ackerman (2021)

**Name:**

**Video Link:**

## Criteria:

### 1) Video Sharing (2 pts):

- a) Link to instructor welcome video is shared as per in-course instructions. (1 pt)
- b) Video is published to an appropriate platform, with appropriate privacy settings so that is accessible to all potential viewers. (1 pt)

### 2) Extraneous material is excluded. (2 pts)

- a) The video introduces the instructor, and focuses on getting to know the instructor, as opposed to the presentation of course overview information. (1 pt)
- b) The video avoids statements or references that would likely become quickly outdated (thus, increasing the return-on-investment for the time it takes to create the video, and increasing its reusability). (1 pt)

### 3) Narration, graphics and text are used appropriately. (4 pts)

- a) Graphics with narration (appropriately minimal use of on-screen text). (1 pt)
  - 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.
- b) Any on-screen text that is included uses a single font family that is easy to read (preferably a sans-serif font). (1 pt)
- c) Narration and corresponding graphics are synchronous. (1 pt)
  - 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.
- d) Any narration included is conversational and expressive. (1 pt)
  - Avoid computer-generated narration and overly scripted narration.

### 4) Content is chunked appropriately. (1 pt)

- The most effective instructional videos tend to be brief (less than about 6 minutes).

### 5) Accessibility considerations are addressed. (2 pts)

- a) The video includes closed captions, descriptive video narration, or a transcript (to increase the accessibility of the video to all audiences). (1 pt)
- b) Color combinations are easily viewable and distinguishable on screen (maximize color-contrast ratio between foreground and background). (1 pt)

## Total Score

/ 11 pts

Note – Your score out of 11 pts will be converted to a score out of the total value of this assignment for this course.

## General Comments

Your instructor will use this space to provide any additional comments of feedback on your instructor welcome video project.

## References

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