

**Name:** \_\_\_\_\_

**What Makes an RSA Video Effective?**

Technique	Audio & Visual Combined Uses Humor Innovative
Script	Solid Research Incorporates Humor Words Understandable / Defined Relatable examples – anecdotes Uses evidence Flow – Says everything in order with good transitions Use of rhetorical questions (engage audience / ask them to participate) Considers age / prior knowledge of audience.
Visuals	Captures attention with visuals Uses color / contrasting colors for emphasis Neat (demonstrates practice / precision) Uses Metaphors Brings script to life Uses different formats for sharing information (lists, pictures, etc.) Intricate – you can watch many times and pick up on new things Use of creative images and icons.
Flow	Flows Well Consistent / Not a lot of pauses Good pace
Voice	Confidence in Voice Clear Audio / Narration Smooth, clear, articulate voice Voices has adequate pauses Intonation appropriate for content Reduce filler words “ums” etc.
Video	Timing / Pace + pauses Lighting has to be good on video

Process / Products

Script (approx. 5-7 min long)

- Draft signed by all group members
- Draft edited by Liz
- **Final draft approved by Liz**

Visual

- Initial sketch (feedback & signed by all group members & Liz or Andrew)

- Story board (feedback & signed by all group members)
- Final sketch
- One on board practice **(feedback & approval by Liz or Andrew before final)**

#### Voice

- Final recording based off of script is clear and precise. All group members must concur.

#### Editing

- Audio / Visuals in sync
- Professional quality
- Final video must be critiqued by one other group
- **Final video must be critiqued by Liz & Andrew before complete.**

**Worth 100 points**

**Process: Incorporated drafts and critiques**