

The Online Lecture Rubric

The instrument used to evaluate work submitted for the **Lecturer to Legend** credential

Version 2 · Seven dimensions · 21 points

This rubric evaluates online lectures across seven dimensions that define professional-quality video instruction, drawing on multimedia design, cognitive load theory, and production practice.

If you are a learner, it tells you what you will accomplish before you start, and lets you check your own work before you submit. If you are an evaluator, you may use it to assess the work of your faculty.

We publish this instrument in full, on request, before anyone enrolls.

You should never be measured against a standard you were not allowed to read.

THE SCORING SCALE

Each dimension is scored from 0 to 3.

- 0 Element missing or not attempted
- 1 Approaching professional standard; specific fixes identified
- 2 Meets professional standard
- 3 Exceeds standard; exemplary execution

THE THRESHOLD FOR THE CREDENTIAL

Every dimension must score 2 or higher. That is the whole rule.

Seven dimensions at 2 is 14 of 21 — but a total alone can hide a failure. A lecture could score 3s across five dimensions, zero on audio, zero on engagement, total 15, and pass on points. A credential that can be earned with inaudible audio is not worth issuing.

A single dimension below 2 sends the lecture back with notes, regardless of total.

Revision is unlimited and carries no additional charge. Get it right, get the credential.

01 Content clarity and learning objectives

SCORE	CRITERIA
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0	Objectives absent; content disorganized or confusing
1	Objectives stated but not yet sharp; organization needs tightening to follow easily
2	Objectives clearly stated at the outset; content well-organized in a logical sequence; key concepts presented systematically
3	Objectives explicit and precise; superior logical flow; concepts build on each other; the student understands the “why” of the lecture immediately

A student should know what they are about to learn, and why it matters, within roughly the first thirty seconds.

02 Audio quality and delivery

Judged as heard, not as produced. We do not care what you recorded on. A phone, a webcam, a headset, a studio condenser, a tin can on a string — if the audio in the uploaded file is clean, it scores. No equipment is required, prescribed, or rewarded.

SCORE	CRITERIA
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0	Audio inaudible, severely distorted, or absent
1	Audible, with fixes needed: inconsistent volume, intrusive background noise, clipping, unclear articulation, or monotone delivery
2	Clear and intelligible throughout; consistent levels; background noise not distracting; delivery natural and conversational with appropriate pace
3	Excellent clarity and consistency; no distracting noise; delivery is engaging and conversational; pace and energy sustain attention

If you can hear the room more than the person, fix the room before you buy anything.

03 Visual design and camera work

SCORE	CRITERIA
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0	Not properly framed, severely degraded, or unwatchable
1	Watchable, with fixes needed: framing, camera stability, lighting, a distracting background, or resolution below 1080p
2	Properly framed on the subject; adequate lighting with no harsh shadows or backlighting; stable camera; clean or appropriate background; 1080p minimum
3	Well-framed with depth; lighting is deliberate and flattering; camera perfectly stable; background is intentional and supports the content; 1080p or higher

Webcam, phone, or camera are all acceptable with proper setup. Natural light, supplemented as needed, is usually enough.

04 Screen work and visual aids

SCORE	CRITERIA
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0	No visual support used, or screen material is illegible
1	Screen material present, with fixes needed: type too small, cluttered, weak contrast, distracting animation, or unclear visual hierarchy
2	Screen material is legible (18pt+ equivalent); text-to-image balance is reasonable; contrast adequate; design clean; animation minimal and purposeful; visuals support the narration
3	Screen material is excellent: strong hierarchy, professional contrast, minimal text with high-impact visuals, animation that clarifies rather than decorates, consistent styling, and visuals that track the narration precisely

Emphasize visuals over text.

05 Pacing and density

Length is not scored. A lecture may run any length the material warrants. A well-made two-hour lecture is a legitimate submission; long-form gets chaptered downstream anyway. What is scored is whether the pacing serves comprehension.

SCORE	CRITERIA
0	Pacing is incoherent; the lecture cannot be followed
1	Pacing uneven; some sections rush while others drag; density not yet matched to the material
2	Consistent pacing; density appropriate to the objectives; smooth transitions between topics
3	Pacing has natural rhythm; strategic pauses allow absorption; transitions seamless; time allocation matches conceptual difficulty

Faculty have full discretion over scope, complexity, and length. Effective delivery is the standard, not duration.

06 Production and technical execution

SCORE	CRITERIA
0	File will not play, is corrupted, or is unusable
1	Plays, with fixes needed: audio/video desync, choppy playback, compression artifacts, or non-standard format
2	Plays smoothly in a standard format; audio and video in sync; compression clean; metadata complete
3	Flawless: smooth playback everywhere, perfect sync, optimal size-to-quality ratio, complete and professional metadata

Recommended export: MP4 (H.264), 1920×1080, 24–30fps, 48kHz audio.

07 Engagement

SCORE CRITERIA

0	Wholly passive; no attempt at direct address or visual variety
1	Some engagement present: occasional camera address, limited visual variation, few callouts or overlays
2	Regular direct address to camera; intentional variation in shot type (talking head, screen share, demonstration); appropriate callouts and overlays; pacing allows reflection
3	Consistent, authentic camera address; dynamic mix of shots and perspectives; annotations and overlays used strategically; visual variety sustains interest without distracting

Direct address — “you’ll notice here” — is not a film technique. It’s you walking over and pointing at a student’s paper.

SCORING SUMMARY

RESULT	STATUS
All seven dimensions at 2 or higher, total 19–21	Credential issued. Exemplary.
All seven dimensions at 2 or higher, total 16–18	Credential issued. Strong, with notes.
All seven dimensions at 2 or higher, total 14–15	Credential issued. Meets standard on every dimension, with notes on where to strengthen.
Any dimension below 2	Revise and resubmit , with specific notes on the dimensions that fell short. Unlimited, no additional charge.

SELF-CHECK BEFORE SUBMITTING

- ☐ Objectives are clear in the opening
- ☐ Audio is clean and consistent — listen on headphones and on laptop speakers
- ☐ Camera is framed and lit; the shot is stable
- ☐ Screen material is legible at a glance
- ☐ Pacing lets concepts land; no rushed or dead stretches
- ☐ File plays cleanly start to finish, audio in sync
- ☐ You address the camera directly at least sometimes
- ☐ Metadata complete

Submit a link to your finished lecture through the program. Institutional cohorts use a submission path agreed at scoping, so that finished work stays within the arrangements the institution requires.

Evaluated work is returned within **three to five business days** for individual enrollment. Turnaround for cohort deployments is set as part of the deployment agreement.

■ The feedback is the point. The score is only the proof.

This rubric scores the lecture you produce in [Lecturer to Legend](#), a Rowan Elder program.

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