

# Film Festival Scoring Rubric – please use this scoring key on the student scoring spreadsheet.

	<b>Criteria</b>	<b>Developing (1-2 pts)</b>	<b>Proficient (3-4 pts)</b>	<b>Exemplary (5-6 pts)</b>
<b>Video shoot</b>	<b>Video</b>	<ul style="list-style-type: none"> <li>☹ Sometimes in focus</li> <li>☹ Sometimes steady</li> <li>☹ No camera movement OR excessive movement (panning, zooming, trucking, etc.)</li> </ul> <p style="text-align: center;">1                      2</p>	<ul style="list-style-type: none"> <li>☹ Usually in focus</li> <li>☹ Usually steady</li> <li>☹ Pans and zooms are limited and usually purposeful</li> <li>☹ Composition usually follows the rule of thirds</li> </ul> <p style="text-align: center;">3                      4</p>	<ul style="list-style-type: none"> <li>☹ Always in focus (unless purposefully done)</li> <li>☹ Always steady</li> <li>☹ Variety of camera movements. Movements are planned, purposeful and provide impact</li> <li>☹ Variety of angles and shots (close-up to long shot)</li> <li>☹ Varied composition (based on rule of thirds)</li> </ul> <p style="text-align: center;">5                      6</p>
	<b>Audio</b>	<ul style="list-style-type: none"> <li>☹ Sound sometimes unclear: due to low voices, overly loud ambient noise</li> </ul> <p style="text-align: center;">1                      2</p>	<ul style="list-style-type: none"> <li>☹ Sound usually clear, no unintended ambient noise</li> </ul> <p style="text-align: center;">3                      4</p>	<ul style="list-style-type: none"> <li>☹ Sound always clear (unless purposefully done) and ambient noise always appropriate</li> <li>☹ Appropriate use of silence</li> </ul> <p style="text-align: center;">5                      6</p>
	<b>Lighting</b>	<ul style="list-style-type: none"> <li>☹ Only ambient (available) light is used</li> <li>☹ Many scenes are overly bright or dark</li> </ul> <p style="text-align: center;">1                      2</p>	<ul style="list-style-type: none"> <li>☹ Additional lighting is used as necessary</li> <li>☹ Most scenes have sufficient lighting to tell what is happening</li> </ul> <p style="text-align: center;">3                      4</p>	<ul style="list-style-type: none"> <li>☹ Additional lighting is used to eliminate shadows and glares</li> <li>☹ All scenes have sufficient lighting for viewer to easily see action</li> <li>☹ Vivid colors</li> <li>☹ Innovative use of lighting</li> </ul> <p style="text-align: center;">5                      6</p>
<b>Video edit</b>	<b>Cutting</b>	<ul style="list-style-type: none"> <li>☹ Clips begin and/or end with slack time or in mid action</li> </ul> <p style="text-align: center;">1                      2</p>	<ul style="list-style-type: none"> <li>☹ Most clips edited to remove slack time and to begin and end with thought to action</li> </ul> <p style="text-align: center;">3                      4</p>	<ul style="list-style-type: none"> <li>☹ Clips show no slack time and begin and end with thought to action</li> </ul> <p style="text-align: center;">5                      6</p>
	<b>Transitions</b>	<ul style="list-style-type: none"> <li>☹ No transitions between clips are used or too many different transitions used without thought to purpose</li> </ul> <p style="text-align: center;">1                      2</p>	<ul style="list-style-type: none"> <li>☹ Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene</li> </ul> <p style="text-align: center;">3                      4</p>	<ul style="list-style-type: none"> <li>☹ All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next</li> </ul> <p style="text-align: center;">5                      6</p>
<b>Enhance</b>	<b>Pacing/Continuity</b>	<ul style="list-style-type: none"> <li>☹ Many video clips are too long or too short and leave out essential action or dialogue</li> <li>☹ Several video clips do not fit the storyline or are poorly ordered and</li> </ul>	<ul style="list-style-type: none"> <li>☹ Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story</li> <li>☹ Most video clips fit the</li> </ul>	<ul style="list-style-type: none"> <li>☹ Variety of pacing and changes fit the “mood” of the content</li> <li>☹ Pacing keeps viewers interested</li> <li>☹ All video clips fit the storyline and transitions</li> </ul>

		transitions between scenes do not show evidence of thoughtful execution	storyline and most transitions between scenes thoughtfully executed	between scenes thoughtfully executed
		1 2	3 4	5 6
	<b>Titles/Text</b>	<ul style="list-style-type: none"> <li>☹ Titles, subtitles and text unclear due to font, size, or color contrast</li> <li>☹ Misspelled words</li> </ul>	<ul style="list-style-type: none"> <li>☹ Titles, subtitles and text usually clear</li> <li>☹ Used appropriately</li> <li>☹ Correct spelling</li> </ul>	<ul style="list-style-type: none"> <li>☹ Titles, subtitles and text always clear and spelled correctly</li> <li>☹ Used appropriately and enhance the story/content</li> <li>☹ Innovative</li> </ul>
		1 2	3 4	5 6
	<b>Voice overs, Background Music &amp; Sound FX</b>	<ul style="list-style-type: none"> <li>☹ Background music overly loud or too quiet</li> <li>☹ Narration sound stilted or unrehearsed</li> <li>☹ Sound FX unrelated or sound fake</li> </ul>	<ul style="list-style-type: none"> <li>☹ Background music and sound fx usually balanced well (doesn't overpower the main audio)</li> <li>☹ Music and fx appropriate to mood/pacing</li> </ul>	<ul style="list-style-type: none"> <li>☹ Background music and sound fx always balanced well</li> <li>☹ Music and fx enhance mood/ pacing</li> <li>☹ Creative/appropriate use of sound effects, narration, etc.</li> </ul>
		1 2	3 4	5 6
	<b>Graphics, Animation &amp; Special FX</b>	<ul style="list-style-type: none"> <li>☹ Some of the graphics, animations, or fx seem unrelated to or detract from the topic/theme/mood</li> <li>☹ Most graphics are clipart or "borrowed" from the WWW.</li> <li>☹ Graphics unclear due to size, composition, or resolution</li> </ul>	<ul style="list-style-type: none"> <li>☹ Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message</li> <li>☹ Some graphics are original while others are clipart or "borrowed" from the WWW</li> <li>☹ Most graphics clear (appropriate size, composition, resolution)</li> </ul>	<ul style="list-style-type: none"> <li>☹ All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message</li> <li>☹ Most graphics and animations are original</li> <li>☹ All graphics clear (appropriate size, composition, resolution)</li> <li>☹ All elements synthesized well with each other</li> </ul>
		1 2	3 4	5 6
<b>Content</b>	<b>Structure</b>	<ul style="list-style-type: none"> <li>☹ The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure</li> <li>☹ Random or irrelevant content included</li> </ul>	<ul style="list-style-type: none"> <li>☹ The video tells a connected story or has a clear and complete structure</li> <li>☹ Most content relates to the storyline</li> </ul>	<ul style="list-style-type: none"> <li>☹ The video tells a compelling story or has a compelling structure and is expressed creatively</li> <li>☹ All content relates to the storyline</li> <li>☹ Provides fresh, interesting, or humorous insights</li> </ul>
		1 2	3 4	5 6

<b>Creativity</b>	<b>Imagination</b>	<ul style="list-style-type: none"> <li>☹ Little evidence of imagination, creativity, or thoughtfulness</li> <li>☹ No style or mood is apparent.</li> </ul>	<ul style="list-style-type: none"> <li>☹ Some evidence of imagination, creativity, or thoughtfulness</li> <li>☹ Some evidence of thought to style and mood, though may not suit the content</li> </ul>	<ul style="list-style-type: none"> <li>☹ Thorough evidence of imagination, creativity, or thoughtfulness</li> <li>☹ Style or mood which suits the content evident</li> <li>☹ Creative and original</li> </ul>
<b>Video premise</b>	<b>Individual responsibility. “What one person can do to make a positive difference in the environment.”</b>	<ul style="list-style-type: none"> <li>☹ Video introduces an environmental concern and or states a problem pertinent to the care of the earth and living organisms.</li> <li>☹ Concern expressed in video title and the video message is related.</li> </ul>	<ul style="list-style-type: none"> <li>☹ Provides facts and data to support any claim made or recommendation offered.</li> <li>☹ Provides scientific explanation for problem.</li> <li>☹ Easy to follow message.</li> </ul>	<ul style="list-style-type: none"> <li>☹ Clearly describes proposed solution and/or action a person can take to bring about positive results.</li> <li>☹ Video considers what an individual person can do to optimize the quality of the earth (water, air, soil, etc.).</li> <li>☹ Shows evidence of scientific reasoning.</li> </ul>
<b>Total points possible (72)</b>				