

Film Scoring Rubric

CATEGORY	4 Distinguished	3 Accomplished	2 Developing	1 Beginning
Objective	Video is compelling and purpose of project is clearly accomplished. Audience - appropriate for both objective and purpose of project.	Video accomplishes purpose of project. Audience appropriate for objective of project.	Purpose/Audience suggested but unclear.	Purpose/Audience of project has not been identified. Video does not match purpose.
Content	Covers topic in depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1 - 2 factual errors.	Content is minimal OR there are several factual errors.
Creativity	Superior creative skill. Exceptional level of innovation and originality.	Obvious use of imagination. Displays use of creativity, innovation and/or originality.	Slight effort was made to be innovative, imaginative, or creative.	There was no attempt at utilizing imagination/creativity or innovation.
Camera Techniques	Outstanding camera work. Varying use of shots and angles that impact look of project.	Video is focused and steady. A variety of camera techniques implemented throughout project.	Camera is occasionally out of focus or shaky. Techniques distract from the project.	Camera out of focus or shaky. Little attention paid to camera's relation to subject.
Audio/Sound	Audio is flawless; excellent balance of sound, music and ambient noise. Every precaution was taken to collect ideal sound.	Important sounds and dialogue are captured. Continuity in audio playback and integration of ambient noise/music.	Audio occasionally inaudible and/or lacks continuity. An attempt is made to ensure that quality dialogue is captured.	Little attention was paid to ensuring quality sound during the shoot. Audio inaudible.
Editing	Project flows exceptionally well. Transitions are creative and editing is of the highest quality.	Edits are unnoticeable. Transitions are not overused and reflect signs of creativity in their usage.	Edits inconsistent and/or distracting at times. Use of transitions is abrupt.	Few to no transitions. No Edits. Unnatural breaks in audio/video that distract.
Video Continuity	Integration of all elements is exceptional. Demonstrates accomplishment in video/audio/lighting techniques.	Project contains a natural flow of action. Audio/Video support the ideas that are presented. Demonstrates skill in use of video, audio, and lighting integration.	Project hard to follow. Ideas are not clearly supported through the integration of project's elements. Video/Audio out - of - sync.	Project not organized. Video/Audio not consistent with one another and detract from the production.
Lighting	Additional lighting has been used to eliminate shadows and glares. Cameras are set to the appropriate light level.	Additional lighting has been used, but may not be set up optimally. Cameras are set to the appropriate light level.	Cameras are set to appropriate light level, but no additional lighting was used when needed.	Cameras are not set to appropriate light level. Additional lighting not used when needed.