

Rubric A	4	3	2	1
Cinematography	Excellent composition; camera movement is smooth; use of lighting is effective; uses a variety of effective shots	Good composition; camera movement is smooth; use of lighting is good; uses some variety of effective shots but lacks consistency	Minimally acceptable composition; camera movement is erratic; lighting quality is problematic; uses little variety in shots	Poor composition; camera movement is very erratic; lighting quality is very problematic; weak, repetitive shots
Storytelling/ Script Quality	Conveys idea(s) or story to the audience in an effective way. The film is compelling and the purpose of the project is clearly accomplished.	Conveys idea(s) or story to the audience in an effective way. The film accomplishes the purpose of the project.	Does not convey ideas or story to the audience in an effective way. The purpose of the film is suggested, but it is unclear.	Lack of idea(s) or story. The purpose of the film has not been identified or the video does not match the purpose.

Rubric B	4	3	2	1
Audio Editing	The audio is clear and effectively assists in communicating the main idea. The audio editing enhances the storytelling and adds value and atmosphere to the film	The audio is clear, but only partially assists in communicating the story being told.	The audio is inconsistent in clarity at times and doesn't communicate the story well. The viewer has to strain to hear the dialogue	Audio is cut-off and inconsistent. It interferes with understanding of the story. The dialogue is absent or inaudible.
Sound Design	The sound design stirs a rich emotional response that enhances the storytelling. It adds excellent value and atmosphere to the story.	The sound design stirs an emotional response that somewhat enhances the storytelling. It add good value and atmosphere to the story.	The sound design does not stir and emotional response. It detracts from the storytelling.	The sound design is distracting, inappropriate, or completely missing.

Rubric C	4	3	2	1
Film Editing	Excellent use of transitions and effects; very smooth blend between scenes; invisible edits	Good use of transitions and effects; smooth blend between scenes; edits are unobtrusive	Poor use of transitions and effects; inappropriate blend between scenes; edits are disruptive	Little to no use of transitions and effects; distracting edits between scenes
Creativity	Film shows evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows some evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows little evidence of imagination and creativity. There is minimal thoughtfulness to the style and mood that suits the film.	Film shows no evidence of imagination and creativity. There is no thoughtfulness to the style and mood that suits the film.

Rubric D	4	3	2	1
Continuity	Scenes flow smoothly from one to the next and match the “mood” of the storyline. There are no lapses in continuity.	Scenes decently flow from one to the next and somewhat match the “mood” of the storyline. There are minor/small lapses in continuity.	Scenes flow poorly from one to the next and do not really match the “mood” of the storyline. There are many lapses in continuity.	Scenes flow weakly from one to the next and do not match the “mood” of the storyline at all. The film is disjointed in significant ways.
Originality	Film shows considerable originality. The content and ideas are presented in a unique and interesting way.	Film shows some originality. The content and ideas are presented in an interesting way.	Film shows an attempt at originality in part of the presentation.	Film is a rehash of other people’s ideas and/or images and show very little attempt at original thought.