Filmmaking Rubric

CONCEPT	BEGINNING	DEVELOPING	ACCOMPLISHED	SCORE (1-10)	COMMENTS
Three Act Story Structure	There is an attempt to organize the story in three acts, but a beginning, middle and/or end cannot be clearly identified. Connection of ideas are somewhat disjointed.	The story structure is organized in three acts (beginning, middle, and end), but not all ideas are clearly connected.	The story structure provides clear evidence of organization in three acts (beginning, middle, and end), ideas are clearly connected, and there is an obvious introduction and resolution/conclusion.		
Camera Care	Relies upon others to manage most camera features and doesn't take initiative to independently use equipment.	Demonstrates understanding of most camera features, but relies on some extra help to sufficiently use equipment.	Demonstrates understanding of camera features, including turning on camera, zoom, setting up shots, attaching to tripod.		
Shot Styles and Composition	Little variation of shot styles, no use of framing techniques (rule of thirds), and video footage is often distracting to the audience. Not a clear motivation for shots to purposefully convey meaning in the scene.	Project shows understanding of appropriate use of most shot styles and some framing techniques. Occasional features such as pan and zoom are distracting to the audience. Motivation for shots is frequently evident, but not always.	Project shows clear understanding of various shot styles and use of rule of thirds. Video footage is well-framed without lighting issues. Techniques such as pan and zoom are used appropriately. Motivation for shots is evident (e.g., close-up to show emotion; wide or establishing shot used to set the scene).		
Audio	Audio is often difficult to interpret and distracts audience so they have difficulty understanding the story.	Audio is primarily clear, but occasionally difficult to hear and prevents the audience from fully understanding dialogue/voiceover narration.	Audio is clear and shows understanding of techniques to capture good dialogue and/or voiceover narration, including distance between camera and subject, and recording video in a location without excessive noise.		
Editing and Exporting	The summary of ideas is supported with few details and facts and the sequence of events is confusing at times. Text is frequently difficult to read and may not be included when appropriate. Assistance is required to properly export final product for screening.	Editing techniques are occasionally distracting, with some transitions used without purpose. Text, including titles and credits, is mostly readable, but not always. Some guidance is needed to export the final product for screening.	Editing techniques, including importing media, transitions, text, pacing (length of shots), and audio provide a cohesive and compelling final product. Text is easily readable (font and length of time on screen) and includes titles and credits. Final product is exported appropriately for screening.		

Text	The text presents one or two ideas and doesn't always support images. Not all text is legible. Titles or credits may be missing or not readable.	Partially developed text translated into a focused story and supports most of the images. Most text is legible, though sometimes isn't held long enough on the screen. Titles and credits are present and readable.	Development of text supports a well-built, stylish visual story line. Text is legible, appropriately placed, and held long enough on the screen.
Copyright	Several issues related to copyright are evident, which may include use of non fair use audio and images, and doesn't always provide credit for sources.	There are some issues related to copyright, that may include use of non fair use audio or images and/or not providing proper credit.	Understanding of copyright is evident, follows fair use guidelines, and images/audio are properly credited.
Voiceover	Oral presentation is difficult to hear and spoken with little intonation and expression. Little variation in tone.	Oral presentation is usually clear with some intonation and expression, using an appropriate tone most of the time.	Oral presentation is spoken clearly and audibly with expression, intonation, and appropriate tone.
Audio	The purpose of audio selection is not clear and limited. Use of music distracts the viewer and doesn't support the tone or mood of the movie.	Selection of audio supports the story, but occasionally may be distracting. Use of music usually supports the mood and tone of the movie, but not always.	There is meaningful selection of audio to accompany images and story. Deliberate selection of music to help the audience understand the mood and tone of the movie.
Teamwork (Production Roles)	There is not a clear distribution or understanding of production roles. Filmmaking cues (quiet on the set, etc.) are not used to help manage production.	Production roles are defined, but not always followed. Fair distribution of work is somewhat accomplished. Filmmaking cues (quiet on the set, etc.) are used most of the time.	Production roles are clearly defined and followed. All group members have a role in production. Filmmaking cues (quiet on the set, etc.) are used to manage production.

Student Name(s): _____

Comments: _____

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