

Short Film Rubric

Student Name

Design and Technical Quality						possible points	Points for this video
Curriculum Category	Criteria	0 - 3	4 - 5	6 - 7	8 - 10		
Application of knowledge and skills in familiar contexts and new contexts	Duration	over or under time limit 0	no marks in this section	no marks in this section	at time limit 10 points	10	
	Sound quality and balance between music/video and dialogue. Music enhances video. Limited background noise	Difficult or impossible to hear or understand; use of sound may be limited and ineffective	Clear; no or little distortion of sound; easy to understand, adequate pace and appropriate balance is achieved between music/sound and voice at all times with some success	Clear; no or little distortion of sound; easy to understand, adequate pace and appropriate balance is achieved between music/sound and voice at all times with considerable success.	Clear; no or little distortion of sound; easy to understand, adequate pace. Appropriate balance is achieved between music/sound and voice at all times	10	
	Transitioning between clips is coherent, logical, smooth, appropriate and effective	Clips transition with limited effectiveness or jump around with no logical coherence	Clips transition with some effectiveness throughout video	Clips transition smoothly, effectively and appropriately over most of the video	Clips transition smoothly, effectively and appropriately throughout video	10	
	Editing choices	Video clips and images have been poorly edited and do not enhance the impact of the film	Some video clips and images have been edited which has improved the impact of the film to a limited degree	Most video clips and images have been effectively edited to improve the impact of the film	All video clips and images have been effectively edited to improve the impact of the film	10	
	Acting: no smirking, laughing at wrong places, genuine, authentic, plausible	Acting is genuine, authentic, plausible almost never	Acting is genuine, authentic, plausible very sporadically	Acting is genuine, authentic, plausible most of the time	Acting is genuine, authentic, plausible consistently and creates verisimilitude for the audience	10	
	Lighting	Subjects are not lit properly, faces are blown out, camera is frequently facing light source, no attempt made to fix/alter lighting problems	Subjects lit properly sometimes, camera is not facing light source, attempt made to fix/alter lighting problems	Subjects are properly lit with considerable success, work has been done to keep lighting consistent and appropriate for film	Director has made excellent lighting decisions	10	
	Camera Work: movement, angles, steadiness	Camera work is sloppy, shakes, inappropriate for film	Camera work is somewhat consistent, angles work sometimes for scene, movement is unintentional	Camera work is consistent, no unintentional shake, angles compliment the scene, movement is smooth	Camera work is done with a high degree of effectiveness, is consistent and enhances the mood/theme of the film	10	
Extras	Logo created	Logo is created with little effectiveness and shares little resemblance to the character of the production company	Logo is created with some degree of effectiveness and embodies the character of the production company	Logo is created with considerable effectiveness and embodies the character of the production company	Logo is created with a high degree of effectiveness and embodies the character of the production company	10	
	Screenplay is posted on Digitizeme.ca or Writewordsconnect.ca	Screenplay is not posted			Screenplay is posted	10	
Points						90	0

Content and Design							
Curriculum Category	Criteria	0 - 3	4 - 5	6 - 7	8 - 10	Possible points	Points for this video

Knowledge & Understanding: Understanding of content: concepts, theories, ideas, procedures, processes, methodologies	Understanding of format, concepts, theories, ideas, procedures, processes, methodologies	demonstrates limited knowledge of content	demonstrates some knowledge of content	demonstrates considerable knowledge of content	demonstrates thorough knowledge of content	10	
Thinking & Inquiry use of critical/creative thinking processes: creative process, design process, problem solving, story development effective	Construction of effective story development.	demonstrates little knowledge of story format: plot, action, character development, crisis, climax.	demonstrates some knowledge of story format: plot, action, character development, crisis, climax	demonstrates considerable knowledge of story format: plot, action, character development, crisis, climax	demonstrates thorough knowledge of story format: plot, action, character development, crisis, climax.	10	
Thinking & Inquiry: use of planning skills: writing script, planning characters, costumes, makeup, locations, storyboarding, filming calendar	Using Celtx for screenplay and planning	uses planning skills with limited effectiveness	uses planning skills with some effectiveness	uses planning skills with considerable effectiveness	uses planning skills with a high degree of effectiveness	10	
Thinking & Inquiry: use of critical/creative thinking processes: creative process, design process, sensitive to new ideas, experimentation used	Creativity, experimentation evident	uses critical/creative thinking processes with limited effectiveness	uses critical/creative thinking processes with some effectiveness	uses critical/creative thinking processes with considerable effectiveness	uses critical/creative thinking processes with a high degree of effectiveness	10	
Communication (expression and organization of ideas and information): Manipulation of story, revelation to audience	Story is revealed in coherent, logical, exciting and engaging manner. Audience is given appropriate information about the story in timely manner to enhance engagement.	Story is manipulated with limited effectiveness.	Story is manipulated with some effectiveness.	Story is manipulated with considerable effectiveness.	Story is manipulated with a high degree of effectiveness.	10	
Communication: use of conventions in Media Arts, vocabulary and terminology of Media Arts in oral and written forms	Uses proper terminology in script, storyboard, presentations, etc.	uses conventions, vocabulary and terminology of Media Arts with limited effectiveness	uses conventions, vocabulary and terminology of Media Arts with some effectiveness	uses conventions, vocabulary and terminology of Media Arts with considerable effectiveness	uses conventions, vocabulary and terminology of Media Arts with a high degree of effectiveness	10	0
Total points						60	0

Revised: Jan 2011	points possible	points for this video
FINAL SCORE	150	0
Out of 100		0%