

Categories	Below Proficient	Satisfactory	Proficient	Advanced	Points Earned
Planning, research, storyboarding, Pre-Production	Students need substantial help to research and write script. The storyboard and editing script do not match final production. Some video vocab is used. Students need to be consistently reminded to stay on task. (1 – 6)	Students need help to research and write a script. There is a storyboard that is adhered to during production. Most group members have roles and use video vocab. Students need to be reminded to stay on task. (7)	Students research and write a compelling and creative script. The storyboard is drawn out, or editing script is written out in detail. All group members have their role and video vocab is used. (8)	Students research independently and write a compelling and creative script. Storyboard is superb, editing script is thorough. All group members have roles, video vocab is used. (9 - 10)	_____ Out of 10
Camera Use and Direction	Camera work is choppy and scene are blurry. Pan/Tilt is fast/not smooth Rule of Thirds NOT observed. No tripod. Shot variety is lacking. Weird angles, position or movement. (1 – 12)	Camera work may choppy and movement is not smooth .No tripod, but smooth shots. Limited use of shot variety. Rule of Thirds is in slight evidence. Fair use of camera shots. (13, 14, 15)	Camera work is generally smooth and the focus is crisp. Rule of Thirds is evident. Tripod used. 180 Rule is used and evident. Good shot variety and angles. (16, 17, 18)	The camera work is smooth and video is crisp. Rule of Thirds is in high evidence, 180 Degree Rule is always followed, huge variety of angles and shots. Advanced use of movements. Solid Tripod skills. (19 – 20)	_____ Out of 20
Shot Usage and Editing Skills	Shots are unorganized, and do not show planning, purpose or story objective. Edit lacks continuity; Edits are rough. Numerous Jump cuts. Awkward/ Inappropriate transitions used. (1 – 9)	Shots indicate basic theme. Still have slight disorganization. Shots not trimmed (all clip used). Edits are smoother and demonstrate competency. Some jump cuts. Production can stand alone without context. (10 , 11 , 12)	Shots indicate/convey theme. Shots are organized. Purpose can be realized. Edits are smooth and good command of editing skills. Project needs little context. No jump cuts. Demonstrates competency of edit tools. (12, 13)	Shots are WELL organized. Purpose and story message are VERY clear and IMPACTFUL. Edits are very smooth, demonstrate a STRONG command of editing tools. Edits are to the beat of the music. Edits add creativity and enhance production. (14, 15)	_____ Out of 15
Lighting Quality	Indoor and Outdoor lighting is inconsistent. Has backlit subject or shot. (1 – 6)	Lighting is consistent. White balance is on AUTO. Avoids backlighting. (7)	Properly sets White Balance for shots. No backlit shots. (8)	Properly sets WB. Backlit used as special effect. Reflectors used. Shadows filled in. (9-10)	_____ out of 10
Sound, Music & Audio	Sound is NOT clear. No microphone used. Levels NOT checked. Lots of background noise. Inappropriate sound/fx/ music used. (1 – 12)	Voices are clear and understandable, although no microphone used. Unplanned background noise. No NAT sound. Appropriate music/fx. (13, 14, 15)	Uses microphones for clear audio. Levels are even. Little background noise. Music used appropriately. (16 , 17, 18)	Microphone ALWAYS used for clear audio. Levels are checked and even. Music used appropriately. Sound FX help production. (19 – 20)	_____ Out of 20
Content, Story, Message, Info	The project strays from focus. Story, Info, Message is vague, not carried through to completion. Unorganized structure, chaotic. (1 – 12)	Story, message, info has is identifiable. Focus somewhat maintained. Accurate info given, apparent structure to story. (13, 14, 15)	Project has clear focus, and story, message, info is clearly told. Focus is maintained. Accurate and furthering info given. (16, 17, 18)	Project has VERY clear focus, and story, message, info is COMPELLING and CREATIVE. Great focus and further info. (19 – 20)	_____ Out of 20
Titles, Special FX`	Title misspelled, not appropriate. Transitions take away from production. (0)	Titles fit on screen. Transitions are adequate. (1)	Transitions help project flow. Titles add info. (2 , 3)	Titles add valuable info.. Transitions enhance project. (4, 5)	_____ out of 5
				TOTAL POINTS	_____ out of 100

Name: _____ Project: _____

Pros	Cons
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-	-
-	-
Ways I could have worked harder:	How can you fix your cons?

(Examples: Narration, Acting, Script, Camera Use,

Shot Usage, Editing, Story/Message, etc)