

Wentzville School District Film Festival Rubric | 2020-2021

Student Name(s): _____

Film Title: _____

School: _____

Grade Level: K-5 6-8 9-12

Does the film follow the submission guidelines? Yes / No

Video Category: Instructional Informational PSA/Commercial Story News Package Sports Music Video Animation

	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
Shoot	Video / Images	<ul style="list-style-type: none"> • Sometimes in focus • Sometimes steady • No movement OR excessive movement. • Many video/images are overly bright or dark. 	<ul style="list-style-type: none"> • Usually in focus • Usually steady • Movements and angles are limited and usually purposeful • Most video/images have sufficient lighting to tell what is happening 	<ul style="list-style-type: none"> • Always in focus (unless purposefully done) • Always steady • Variety of movements and angles are planned, purposeful and provide impact. • All video/images have sufficient lighting for the viewer to easily see action 	____ / 12
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
	Audio	<ul style="list-style-type: none"> • Sounds sometimes unclear: due to low voices, overly loud ambient noise. 	<ul style="list-style-type: none"> • Sound is usually clear (unless purposefully done) and ambient noise always appropriate 	<ul style="list-style-type: none"> • Sound always clear (unless purposefully done or intentionally silent) and ambient noise always appropriate 	____ / 3

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	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
Edit	Cutting / Pacing	<ul style="list-style-type: none"> Few video and image clips show no slack time and begin and end with thought to action Little variety of pacing and changes fit the “mood” of the content. Few video and image clips fit the storyline and thoughtfully executed Length of video is not appropriate for content 	<ul style="list-style-type: none"> Most video and image clips show no slack time and begin and end with thought to action Some variety of pacing and changes fit the “mood” of the content. Most video and image clips fit the storyline and thoughtfully executed Length of video distracts from content 	<ul style="list-style-type: none"> Video and image clips show no slack time and begin and end with thought to action Variety of pacing and changes fit the “mood” of the content. All video and image clips fit the storyline and are thoughtfully executed Length of video is appropriate for content 	____ / 9
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
	Transitions	<ul style="list-style-type: none"> No transitions between clips are used or too many different transitions used without thought to purpose 	<ul style="list-style-type: none"> Transitions used appropriately and are usually added as appropriate for the clips 	<ul style="list-style-type: none"> All transitions between clips are appropriate, suit the mood and content, and enhance the flow from one clip to the next 	____ / 3
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
	Text	<ul style="list-style-type: none"> Titles and subtitles unclear due to font, size, or color contrast Use detracts from content 	<ul style="list-style-type: none"> Titles and subtitles usually clear Used appropriately 	<ul style="list-style-type: none"> Titles and subtitles always clear Used appropriately and enhanced the story/content 	____ / 6

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Enhance	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
	Background music, Sound FX, and other Audio	<ul style="list-style-type: none"> Background music, sound FX, and other audio are overly loud, too quiet, or absent beyond the main audio. Background music, sound FX, and other audio detracts from mood/pacing 	<ul style="list-style-type: none"> Background music, sound FX, and other audio are usually balanced well (doesn't overpower the main audio) Background music, sound FX, and other audio are appropriate to mood/pacing 	<ul style="list-style-type: none"> Background music, sound FX, and other audio always balanced well Background music, sound FX, and other audio enhance mood/pacing. 	____ / 6
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
	Graphics, Animations, and Special FX	<ul style="list-style-type: none"> Few of the graphics, animations, or FX seem related to the topic/ theme/ mood/ message 	<ul style="list-style-type: none"> Most of the graphics, animations, or FX are related to the topic/ theme/ mood/ message 	<ul style="list-style-type: none"> All of the graphics, animations, or FX are related to and enhance the topic/ theme/ mood 	____ / 3
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score
Impact	Message / Audience	<ul style="list-style-type: none"> Content is unrelated to the overall story or message; the meaning is unclear. Does not have a clear focus on audience and purpose and content choices indicates a lack of awareness of audience 	<ul style="list-style-type: none"> Most content relates to the overall story or message; the meaning may be unclear at times. Generally maintains focus on audience and purpose and content choices demonstrate a basic awareness of audience 	<ul style="list-style-type: none"> All video content relates to the overall story or message; the meaning is clearly conveyed Maintains clear focus on audience and purpose and engages audience with content choices 	____ / 6
	Criteria	Developing (1 pt each)	Proficient (2 pts each)	Exemplary (3 pts each)	Score

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Total	Comments	____ / 48
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