

2017 Judging Rubric

Feature Film

Entry Title:

Criteria	Beginner 1	Apprentice 2	Expert 3	Master 4	Score
Storytelling : Tells a story which holds the audience's attention.	Does not hold audience's attention.	Holds audience's attention some of the time.	Holds audience's attention most of the time.	Holds audience's attention from beginning to end.	
Cinematography: Demonstrates camera work, editing, and lighting which enhances the story.	Cinematography, editing, and lighting need improvement.	Cinematography, editing, and lighting are fair. Sometimes distracts from the story.	Cinematography, editing, and lighting are good. Does not distract from the story.	Cinematography, editing and lighting are all excellent and enhance the story.	
Sound Quality: Contains dialogue, narration, and/or background music which enhances the story.	Sound, music and/or dialogue is disjointed, difficult to hear, or does not suit the story.	Sound, music, and/or dialogue is fair and enhances the story at times.	Sound, music, and/or dialogue is good and suits and enhances the story.	Sound, music, and/or dialogue is high quality and intricately suits the story.	
Acting: Has compelling and interesting actors.	Performances were not engaging or entertaining.	Performances were adequate and entertaining at times.	Performances were consistent, well done, and entertaining.	Performances were very engaging, entertaining, and compelling.	
				Total	

Notes:

"Fun Prizes" Suggestions:

2017 Judging Rubric

Music Video

Entry Title:

Criteria	Beginner	Apprentice	Expert	Master	Score
	1	2	3	4	
Storytelling : Tells a story which holds the audience's attention.	Does not hold audience's attention.	Holds audience's attention some of the time.	Holds audience's attention most of the time.	Holds audience's attention from beginning to end.	
Cinematography: Demonstrates camera work, editing, and lighting which enhances the story.	Cinematography, editing, and lighting need improvement.	Cinematography, editing, and lighting are fair. Sometimes distracts from the story.	Cinematography, editing, and lighting are good. Does not distract from the story.	Cinematography, editing and lighting are all excellent and enhance the story.	
Sound Quality: Contains dialogue, narration, and/or background music which enhances the story.	Sound, music and/or dialogue is disjointed, difficult to hear, or does not suit the story.	Sound, music, and/or dialogue is fair and enhances the story at times.	Sound, music, and/or dialogue is good and suits and enhances the story.	Sound, music, and/or dialogue is high quality and intricately suits the story.	
Acting: Has compelling and interesting actors.	Performances were not engaging or entertaining.	Performances were adequate and entertaining at times.	Performances were consistent, well done, and entertaining.	Performances were very engaging, entertaining, and compelling.	
				Total	

Notes:

"Fun Prizes" Suggestions:

2017 Judging Rubric

Documentary

Entry Title:

Criteria	Beginner	Apprentice	Expert	Master	Score
	1	2	3	4	
Informative : Informs the audience with a clear message or opinion.	Message not clearly conveyed and not adequately supported through graphics & video.	Attempt made to convey message with support through graphics & video.	A clear message supported by relevant graphics & video.	Very clear and compelling message supported by relevant graphics & video.	
Cinematography: Demonstrates camera work, editing, and lighting which enhances the story.	Cinematography, editing, and lighting need improvement.	Cinematography, editing, and lighting are fair. Sometimes distracts from the story.	Cinematography, editing, and lighting are good. Does not distract from the story.	Cinematography, editing and lighting are all excellent and enhance the story.	
Sound Quality: Contains dialogue, narration, and/or background music which enhances the story.	Sound, music and/or dialogue is disjointed, difficult to hear, or does not suit the story.	Sound, music, and/or dialogue is fair and enhances the story at times.	Sound, music, and/or dialogue is good and suits and enhances the story.	Sound, music, and/or dialogue is high quality and intricately suits the story.	
Narration/Interview: Contains well-informed and expressive narration and interview questions.	Not well written and does not flow well. Shows only a weak understanding of the subject.	Narrative not very well written and does not always flow well. Does not always hold the attention of the viewer.	Narrative well written and flows well. Shows a good understanding of the subject. Holds the viewers attention.	Very informative and interesting. Shows a depth of understanding of the subject. Holds the viewers attention.	
				Total	

Notes:

"Fun Prizes" Suggestions:

2017 Judging Rubric

Book Trailer

Entry Title:

Criteria	Beginner 1	Apprentice 2	Expert 3	Master 4	Score
Informative : Informs the audience with a clear message or opinion.	Message not clearly conveyed and not adequately supported through graphics & video.	Attempt made to convey message with support through graphics & video.	A clear message supported by relevant graphics & video.	Very clear and compelling message supported by relevant graphics & video.	
Cinematography: Demonstrates camera work, editing, and lighting which enhances the story.	Cinematography, editing, and lighting need improvement.	Cinematography, editing, and lighting are fair. Sometimes distracts from the story.	Cinematography, editing, and lighting are good. Does not distract from the story.	Cinematography, editing and lighting are all excellent and enhance the story.	
Sound Quality: Contains dialogue, narration, and/or background music which enhances the story.	Sound, music and/or dialogue is disjointed, difficult to hear, or does not suit the story.	Sound, music, and/or dialogue is fair and enhances the story at times.	Sound, music, and/or dialogue is good and suits and enhances the story.	Sound, music, and/or dialogue is high quality and intricately suits the story.	
Acting: Has compelling and interesting actors.	Performances were not engaging or entertaining.	Performances were adequate and entertaining at times.	Performances were consistent, well done, and entertaining.	Performances were very engaging, entertaining, and compelling.	
				Total	

Notes:

"Fun Prizes" Suggestions:

2017 Judging Rubric

Up & Coming

Entry Title:

Criteria	Beginner 1	Apprentice 2	Expert 3	Master 4	Score
Informative : Informs the audience with a clear message or opinion.	Message not clearly conveyed and not adequately supported through graphics & video.	Attempt made to convey message with support through graphics & video.	A clear message supported by relevant graphics & video.	Very clear and compelling message supported by relevant graphics & video.	
Cinematography: Demonstrates camera work, editing, and lighting which enhances the story.	Cinematography, editing, and lighting need improvement.	Cinematography, editing, and lighting are fair. Sometimes distracts from the story.	Cinematography, editing, and lighting are good. Does not distract from the story.	Cinematography, editing and lighting are all excellent and enhance the story.	
Sound Quality: Contains dialogue, narration, and/or background music which enhances the story.	Sound, music and/or dialogue is disjointed, difficult to hear, or does not suit the story.	Sound, music, and/or dialogue is fair and enhances the story at times.	Sound, music, and/or dialogue is good and suits and enhances the story.	Sound, music, and/or dialogue is high quality and intricately suits the story.	
Acting: Has compelling and interesting actors.	Performances were not engaging or entertaining.	Performances were adequate and entertaining at times.	Performances were consistent, well done, and entertaining.	Performances were very engaging, entertaining, and compelling.	
				Total	

Notes:

"Fun Prizes" Suggestions: