

# iMovie Scoring Rubric

	Criteria	Developing	Proficient	Exemplary	Score
<b>Plan</b>	<b>Script / Storybd.</b>	<ul style="list-style-type: none"> <li>* Sketchy script or storyboard</li> <li>* Shows evidence of planning for a few parts of production</li> </ul>	<ul style="list-style-type: none"> <li>* Complete script or storyboard, though not detailed</li> <li>* Shows evidence of planning through most parts of production</li> </ul>	<ul style="list-style-type: none"> <li>* Clearly describes each shot visually</li> <li>* Includes movements, narration or dialogue, and fx</li> <li>* Shows evidence of planning through all parts of the production</li> </ul>	
<b>Shoot</b>	<b>Video</b>	<ul style="list-style-type: none"> <li>* Sometimes in focus</li> <li>* Sometimes steady</li> <li>* No camera movement OR excessive movement (panning, zooming, trucking, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>* Usually in focus</li> <li>* Usually steady</li> <li>* Pans and zooms are limited and usually purposeful</li> <li>* Composition usually follows the rule of thirds</li> </ul>	<ul style="list-style-type: none"> <li>* Always in focus (unless purposefully done)</li> <li>* Always steady</li> <li>* Variety of camera movements. Movements are planned, purposeful and provide impact</li> <li>* Variety of angles and shots (close-up to long shot)</li> <li>* Varied composition (based on rule of thirds)</li> </ul>	
	<b>Audio</b>	<ul style="list-style-type: none"> <li>* Sound sometimes unclear: due to low voices, overly loud ambient noise</li> </ul>	<ul style="list-style-type: none"> <li>* Sound usually clear, no unintended ambient noise</li> </ul>	<ul style="list-style-type: none"> <li>* Sound always clear (unless purposefully done) and ambient noise always appropriate</li> <li>* Appropriate use of silence</li> </ul>	
	<b>Lighting</b>	<ul style="list-style-type: none"> <li>* Only ambient (available) light is used</li> <li>* Many scenes are overly bright or dark</li> </ul>	<ul style="list-style-type: none"> <li>* Additional lighting is used as necessary</li> <li>* Most scenes have sufficient lighting to tell what is happening</li> </ul>	<ul style="list-style-type: none"> <li>* Additional lighting is used to eliminate shadows and glares</li> <li>* All scenes have sufficient lighting for viewer to easily see action</li> <li>* Vivid colors</li> <li>* Innovative use of lighting</li> </ul>	
<b>Edit</b>	<b>Cutting</b>	<ul style="list-style-type: none"> <li>* Clips begin and/or end with slack time or in mid action</li> </ul>	<ul style="list-style-type: none"> <li>* Most clips edited to remove slack time and to begin and end with thought to action</li> </ul>	<ul style="list-style-type: none"> <li>* Clips show no slack time and begin and end with thought to action</li> </ul>	
	<b>Transitions</b>	<ul style="list-style-type: none"> <li>* No transitions between clips are used or too many different transitions used without thought to purpose</li> </ul>	<ul style="list-style-type: none"> <li>* Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene</li> </ul>	<ul style="list-style-type: none"> <li>* All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next</li> </ul>	
	<b>Pacing / Continuity</b>	<ul style="list-style-type: none"> <li>* Many video clips are too long or too short and leave out essential action or dialogue</li> <li>* Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution</li> </ul>	<ul style="list-style-type: none"> <li>* Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story</li> <li>* Most video clips fit the storyline and most transitions between scenes thoughtfully executed</li> </ul>	<ul style="list-style-type: none"> <li>* Variety of pacing and changes fit the "mood" of the content</li> <li>* Pacing keeps viewers interested</li> <li>* All video clips fit the storyline and transitions between scenes thoughtfully executed</li> </ul>	
<b>Enhance</b>	<b>Titles</b>	<ul style="list-style-type: none"> <li>* Titles and subtitles unclear due to font, size, or color contrast</li> </ul>	<ul style="list-style-type: none"> <li>* Titles and subtitles usually clear</li> <li>* Used appropriately</li> </ul>	<ul style="list-style-type: none"> <li>* Titles and subtitles always clear</li> <li>* Used appropriately and enhance the story/content</li> <li>* Innovative</li> </ul>	

	<b>Voice overs, Background Music &amp; Sound FX</b>	<ul style="list-style-type: none"> <li>*Background music overly loud or too quiet</li> <li>* Narration sound stilted or unrehearsed</li> <li>* Sound FX unrelated or sound fake</li> </ul>	<ul style="list-style-type: none"> <li>* Background music and sound fx usually balanced well (doesn't overpower the main audio)</li> <li>* Music and fx appropriate to mood/pacing</li> </ul>	<ul style="list-style-type: none"> <li>* Background music and sound fx always balanced well</li> <li>* Music and fx enhance mood/ pacing</li> <li>* Creative/appropriate use of sound effects, narration, etc.</li> </ul>	
	<b>Graphics, Animation &amp; Special FX</b>	<ul style="list-style-type: none"> <li>* Some of the graphics, animations, or fx seem unrelated to or detract from the topic/theme/mood</li> <li>* Most graphics are clipart or "borrowed" from the WWW.</li> <li>* Graphics unclear due to size, composition, or resolution</li> </ul>	<ul style="list-style-type: none"> <li>* Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message</li> <li>* Some graphics are original while others are clipart or "borrowed" from the WWW</li> <li>* Most graphics clear (appropriate size, composition, resolution)</li> </ul>	<ul style="list-style-type: none"> <li>* All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message</li> <li>* Most graphics and animations are original</li> <li>* All graphics clear (appropriate size, composition, resolution)</li> <li>* All elements synthesized well with each other</li> </ul>	
<b>Content</b>		<ul style="list-style-type: none"> <li>* The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure</li> <li>* Random or irrelevant content included</li> </ul>	<ul style="list-style-type: none"> <li>* The video tells a connected story or has a clear and complete structure</li> <li>* Most content relates to the storyline</li> </ul>	<ul style="list-style-type: none"> <li>* The video tells a compelling story or has a compelling structure and is expressed creatively</li> <li>* All content relates to the storyline</li> <li>* Provides fresh, interesting, or humorous insights</li> </ul>	
<b>Creativity</b>		<ul style="list-style-type: none"> <li>* Little evidence of imagination, creativity, or thoughtfulness</li> <li>* No style or mood is apparent</li> </ul>	<ul style="list-style-type: none"> <li>* Some evidence of imagination, creativity, or thoughtfulness</li> <li>* Some evidence of thought to style and mood, though may not suit the content</li> </ul>	<ul style="list-style-type: none"> <li>* Thorough evidence of imagination, creativity, or thoughtfulness</li> <li>* Style or mood which suits the content evident</li> <li>* Creative and original</li> </ul>	
<b>Total</b>					