<table>
<thead>
<tr>
<th>Criteria</th>
<th>Developing</th>
<th>Proficient</th>
<th>Exemplary</th>
<th>Score</th>
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<td><strong>Plan</strong></td>
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| Script / Storybd. | * Sketchy script or storyboard  
* Shows evidence of planning for a few parts of production | * Complete script or storyboard, though not detailed  
* Shows evidence of planning through most parts of production | * Clearly describes each shot visually  
* Includes movements, narration or dialogue, and fx  
* Shows evidence of planning through all parts of the production |       |
| **Shoot** |            |            |           |       |
| Video | * Sometimes in focus  
* Sometimes steady  
* No camera movement OR excessive movement (panning, zooming, trucking, etc.) | * Usually in focus  
* Usually steady  
* Pans and zooms are limited and usually purposeful  
* Composition usually follows the rule of thirds | * Always in focus (unless purposefully done)  
* Always steady  
* Variety of camera movements. Movements are planned, purposeful and provide impact  
* Variety of angles and shots (close-up to long shot)  
* Varied composition (based on rule of thirds) |       |
| Audio | * Sound sometimes unclear: due to low voices, overly loud ambient noise | * Sound usually clear, no unintended ambient noise | * Sound always clear (unless purposefully done) and ambient noise always appropriate  
* Appropriate use of silence |       |
| Lighting | * Only ambient (available) light is used  
* Many scenes are overly bright or dark | * Additional lighting is used as necessary  
* Most scenes have sufficient lighting to tell what is happening | * Additional lighting is used to eliminate shadows and glares  
* All scenes have sufficient lighting for viewer to easily see action  
* Vivid colors  
* Innovative use of lighting |       |
| **Edit** |            |            |           |       |
| Cutting | * Clips begin and/or end with slack time or in mid action | * Most clips edited to remove slack time and to begin and end with thought to action | * Clips show no slack time and begin and end with thought to action |       |
| Transitions | * No transitions between clips are used or too many different transitions used without thought to purpose | * Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene | * All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next |       |
| Pacing / Continuity | * Many video clips are too long or too short and leave out essential action or dialogue  
* Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution | * Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story  
* Most video clips fit the storyline and most transitions between scenes thoughtfully executed | * Variety of pacing and changes fit the "mood" of the content  
* Pacing keeps viewers interested  
* All video clips fit the storyline and transitions between scenes thoughtfully executed |       |
| **Enhance** |            |            |           |       |
| Titles | * Titles and subtitles unclear due to font, size, or color contrast | * Titles and subtitles usually clear  
* Used appropriately | * Titles and subtitles always clear  
* Used appropriately and enhance the story/content  
* Innovative |       |
| Voice overs, Background Music & Sound FX | *Background music overly loud or too quiet*  
*Narration sound stilted or unrehearsed*  
*Sound FX unrelated or sound fake* | *Background music and sound FX usually balanced well (doesn't overpower the main audio)*  
*MUSIC and FX appropriate to mood/pacing* | *Background music and sound FX always balanced well*  
*Music and FX enhance mood/pacing*  
*Creative/appropriate use of sound effects, narration, etc.* |
|---|---|---|---|
| Graphics, Animation & Special FX | *Some of the graphics, animations, or fx seem unrelated to or detract from the topic/theme/mood*  
*Most graphics are clipart or “borrowed” from the WWW.*  
*Graphics unclear due to size, composition, or resolution* | *Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message*  
*Some graphics are original while others are clipart or “borrowed” from the WWW.*  
*Most graphics clear (appropriate size, composition, resolution)* | *All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message*  
*Most graphics and animations are original*  
*All graphics clear (appropriate size, composition, resolution)*  
*All elements synthesized well with each other* |
| Content | *The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure*  
*Random or irrelevant content included* | *The video tells a connected story or has a clear and complete structure*  
*Most content relates to the storyline* | *The video tells a compelling story or has a compelling structure and is expressed creatively*  
*All content relates to the storyline*  
*Provides fresh, interesting, or humorous insights* |
| Creativity | *Little evidence of imagination, creativity, or thoughtfulness*  
*No style or mood is apparent* | *Some evidence of imagination, creativity, or thoughtfulness*  
*Some evidence of thought to style and mood, though may not suit the content* | *Thorough evidence of imagination, creativity, or thoughtfulness*  
*Style or mood which suits the content evident*  
*Creative and original* |
| Total | | | |