H100 Video Rubric

Name: _____

Period_____ Date_____

Standard	A - 10 ★★★★	B - 8 ★★★	C - 7 ★★	D - 6 ★	F - 0
Audio — The audio is technically excellent. The dialog is clear and easy to understand. Includes natural sounds or sound FX where appropriate. Any music used helps to create a mood, tell the story and is set an appropriate level.					
Lighting — All shots are properly exposed. Lighting is used to help set the mood and tell the story. The footage was shot with proper white balance.					
Camera — All shots are steady and in focus. Shallow depth of field is used effectively to focus the viewer's attention on the subject. A variety of camera angles and focal lengths are used to help tell the story. Camera movement is used to help engage the audience and is appropriate to the scene.					
Transitions and Effects — The editor effectively uses transitions, effects, color correction and titles to communicate ideas or establish a mood.					
Titles — Titles are easy to read and fit the style of the video. Titles have movements or transitions that attract attention.					
Edit to the Audio — Editing clearly demonstrates the ability to make cuts based on the beat of the music.					
Story Structure — Effective use of storytelling techniques appropriate for the genre. Original, strong, clear concept.					
Story Interest — The story is interesting. Film hooks my interest in the first 15 seconds (not counting the opening title slate).					
Storyboard — Storyboard clearly outlines the story and demonstrates the filmmaker's understanding of composition to tell a story. Includes: direction arrows & notes					
Script/Shot List — The written script that outlines the film and includes any dialog. A shot list that includes all shots organized by camera position/location/date.					
Score					