

Videography/Short Film Rubric

Name:

Category	Box Office Gold Dust off a spot on your mantle. Your Oscar is waiting.	Big Opening Weekend Lots of special effects and pretty people, but a little substance was missing.	Indy Buzz Some praise here and there but not many people saw it.	Rotten Tomato Too many shifts at the restaurant made you tired. Back to film school for you!	Director's Notes
Script	Complete script for film turned in by deadline.			Did not turn in a script at all or what was turned in is insufficient.	
Storyboard + Shot List	Complete set of storyboards and shot list turned in by deadline.			No storyboards. No shot list.	
Cinematography	Shot composition is carefully crafted to the mood and purpose of each scene. Clever and creative shot angles are used throughout the film. Visually interesting and memorable.	Shot composition is sometimes crafted to the mood and purpose of each scene. Clever and creative shot angles are used for the majority of the film. Visually interesting and memorable for most of the film.	Some clever and creative shots and angles are used, but more attention was paid to what was shot than how it was shot.	Little, if any, attention is paid to shot composition. Shots and angles lack excitement. Viewers lose interest in the film.	
Lighting	Lighting is always suitable to the mood of the scene and technically well done.	Lighting is frequently suitable to the mood of the scene and the majority of it is technically well	Not much attention was paid to lighting but the viewer can still see most of the action.	Footage is too dark to be seen for the majority of the film.	

		done.			
Audio	Dialogue sounds crisp and clear. Music and sound effects suit the cinematography, character and mood. No unnecessary background noise.	Majority of dialogue sounds crisp and clear with few audio problems. Music and sound effects suit the cinematography, character and mood for majority of film. No unnecessary background noise.	Dialogue is overpowered by background noise or audio buzz. Music and sound effects do not help tell the story.	Dialogue is difficult to understand for the majority of the film. Little or no music or sound effects. Audio was not a priority in the film.	
Plot and Structure	Plot has clear beginning, middle and end. Story builds to a climax then ends with falling action.	Plot has mostly clear beginning, middle and end. Dramatic structure generally followed but wanders in places. Story climax is clear.	Plot is difficult to follow and lacks either a clear beginning, middle or end. Dramatic structure only somewhat followed and actions seem random.	What plot? This is a collection of random actions with nothing tying them together.	
Character Development	Characters are thoroughly fleshed out as the story requires.	Most characters are thoroughly fleshed out as the story requires. Main characters are clear but their roles in the story may not be.	Some characters are developed. Some are just people on the screen. Who's story is this?	Everyone who appears on screen is immediately forgettable.	
Siskel and Ebert Review	Two thumbs up			Two thumbs down	