

Student Name(s): \_\_\_\_\_ Film Title: \_\_\_\_\_

**iPadpalooza Youth Film Festival 2017**  
**NARRATIVE, DOCUMENTARY & ANIMATION/STOP-MOTION RUBRIC**

Judging Criteria

VIDEO/AUDIO ELEMENTS	Extraordinary 50	Satisfactory 25	Needs Improvement 10	Incomplete 0	Score
<b>Opening Titles</b>	The titles are compelling & provide motivating content that hooks the viewer from the start of the video & keeps the audience's attention.	The titles are clear & coherent. They evoke interest & a response from the viewers.	The titles show some structure, but do not create a strong sense of what is to follow.	The titles do not orient the audience to what will follow. The sequencing is unclear & does not appear interesting to the audience.	
<b>Prop</b>	The prop was utilized in the film in an exceptionally creative & innovative way.	The prop was utilized in the film in a creative & innovative way.	The prop was underutilized in the film in a creative & innovative way or detract/distract with the main story.	The prop was not utilized or seen in the film.	
<b>Line of Dialog</b>	The line of dialog was utilized in the film in an exceptionally creative & innovative way.	The line of dialog was utilized in the film in a creative & innovative way.	The line of dialog was underutilized in the film in a creative & innovative way or detract/distract with the main story.	The line of dialog was not utilized in the film.	
<b>Location (historical marker, landmark, art installation)</b>	The location highlighted in the film was done so in an exceptionally creative & innovative way.	The location highlighted in the film was done so in a creative & innovative way.	The location highlighted in the film was not done so in a creative & innovative way or detracted/distracted from the main story.	There was no location highlighted in the film.	
<b>Directing</b>	The video shows very strong evidence that the director used excellent logic, communication, collaboration, & problem solving skills with the cast & crew throughout the production process to effectively tell a story.	The video shows evidence that the director used good logic, communication, collaboration, & problem solving skills with the cast & crew throughout the production process to effectively tell a story.	The video shows evidence that the director lacked logic, communication, collaboration, & problem solving skills with the cast & crew throughout the production process to tell a story.	The video shows evidence that the director never attempted to effectively guide the group through the production process to tell a story.	
<b>Cinematography</b>	All shots are clearly focused & well framed using the Rule of Thirds. The video is steady. Video shows evidence of excellent selection of various camera shots to tell a story.	Most of the shots are clearly focused & well framed using the Rule of Thirds. The video is mostly steady. Video shows evidence of fair selection of various camera shots to tell a story.	Most of the shots are not clearly focused & well framed using the Rule of Thirds. The video rocks &/or shakes. The video does not show much evidence of various camera shots to tell a story.	All of the shots are not clearly focused & well framed using the Rule of Thirds. The video rocks &/or shakes throughout most of the film.	
<b>Video Editing &amp; Continuity</b>	Shots & scenes flow seamlessly. Transitions are used solely to aid in communicating the main idea.	Most shots & scenes flow smoothly from shot to shot. Transitions are used to aid in communicating the main idea.	Shots & scenes do not flow smoothly from shot to shot. Transitions from shot to shot are choppy.	The video lacks an appropriate edit that tells a story.	
<b>Audio Editing</b>	The audio is clear & effectively assists in communicating the main idea. The audio editing enhances the storytelling and	The audio is clear, but only partially assists in communicating the story being told.	The audio is inconsistent in clarity at times & doesn't communicate the story well. The viewer has to strain to hear the	Audio is cut-off & inconsistent. It interferes with understanding of the story. The dialogue is absent or inaudible.	

	adds value & atmosphere to the film.		dialogue.		
<b>Sound Design</b>	The sound design stirs a rich emotional response that enhances the storytelling. It adds excellent value & atmosphere to the story.	The sound design stirs an emotional response that somewhat enhances the storytelling. It adds good value & atmosphere to the story.	The sound design does not stir an emotional response. It detracts from the storytelling.	The sound design is distracting, inappropriate, or completely missing.	
<b>Closing Credits</b>	The closing credits are accurate, legible, & draw the viewer's attention.	Most of the closing credits are accurate, legible, & draw the viewer's attention.	Some of the closing credits are accurate, legible, & draw the viewer's attention.	None of the closing credits are accurate, legible, & draw the viewer's attention.	
<b>Pacing of the Story in the Film</b>	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem long.	The story composition is typically good though it seems to drag somewhat or need slightly more detail in one or two sections.	The story seems to need more editing. It is noticeably too long or too short in more than one section.	The story needs extensive editing. It is too long or too short to be interesting.	
<b>Interest, Purpose &amp; Theme</b>	The film has a clear & interesting purpose that fits within its category. The film incorporates its category's theme with overwhelming originality & creativity.	The film is interesting but its purpose is somewhat unclear. The film incorporates its category's theme with moderate originality & creativity.	The film is not very interesting & purpose is somewhat unclear. The film incorporates its category's theme with little originality & creativity.	The film is not very interesting & has no discernible purpose. The film fails to incorporate its category's theme with any originality & creativity.	
				<b>Total Score</b>	

**Judge's Comments:**