

My Community Digital Video Judging Rubric

Category	20 - 16	15 - 11	10 - 6	5 - 1	Score
Content and Theme	<ul style="list-style-type: none"> The story is compelling and provides motivating content that keeps the audience's attention Content is clearly relevant to the theme; the message is clear 	<ul style="list-style-type: none"> The story is clear and coherent and evokes interest in the topic Content is relevant to the theme; the message is mostly clear 	<ul style="list-style-type: none"> The story shows structure but does not create a strong sense of what is to follow Content has some relevance to the theme; message is present but may be confusing 	<ul style="list-style-type: none"> The story does not orient the audience to what will follow. Content is NOT relevant to the theme; message is unclear or nonexistent 	
Camera Techniques	<ul style="list-style-type: none"> All shots are clearly focused and well framed Motion shots are steady Pans and zooms are few in number and at appropriate speed All scenes have sufficient lighting for viewer to easily see action 	<ul style="list-style-type: none"> Most shots are clearly focused and well framed Most motion shots are held steady Pans and zooms are limited and at appropriate speed Most scenes have sufficient lighting to tell what is happening 	<ul style="list-style-type: none"> Some shots are unfocused or poorly framed The motion shots are fairly steady Pan and zooms are excessive and at inappropriate speed. Some scenes are too dark or too light to determine what is happening. 	<ul style="list-style-type: none"> Many shots are unfocused and poorly framed The camera is not steady Excessive panning and zooming distracts the viewer Scenes are too dark or too light; subjects are badly lit 	
Video /Editing	<ul style="list-style-type: none"> The video is edited with high quality shots remaining Video moves smoothly from shot to shot Varieties of transitions are used to assist in communicating the main idea and smooth the flow from scene to scene. 	<ul style="list-style-type: none"> Video is edited throughout with only quality shots remaining Attention has been paid to good pacing and timing A variety of transitions are used 	<ul style="list-style-type: none"> Video is edited in few spots Several poor shots remain Pacing and timing need work Transitions from shot to shot are choppy, and not always appropriate for the scene 	<ul style="list-style-type: none"> Video is poorly edited and many poor shots remain No transitions between clips are used. 	
Narration	<ul style="list-style-type: none"> Narration is clean and smooth and moves at a pace that captures the audience's attention Ideas are communicated with enthusiasm, proper voice projection, appropriate language, and clear delivery. 	<ul style="list-style-type: none"> Narration is relatively smooth and moves at a pace that aids the audience's attention Ideas are communicated with enthusiasm, proper voice projection, adequate preparation and delivery. 	<ul style="list-style-type: none"> Narration is choppy and does little to capture the audience's attention Ideas are difficult to understand due to weak voice projection 	<ul style="list-style-type: none"> Poor voice projection make it difficult to understand ideas. 	
Audio and Voice Editing	<ul style="list-style-type: none"> The audio is clear and effectively assist in the communicating the main idea Background audio is kept in balance and does not over power the primary audio. 	<ul style="list-style-type: none"> The audio is clear, but only partially assist in communicating the main idea Background audio is somewhat intrusive to the primary audio. 	<ul style="list-style-type: none"> The audio is inconsistent in clarity (too loud of too soft or garbled) at time it insufficiently communicates the main idea Background audio over powers the primary audio. 	<ul style="list-style-type: none"> Audio is cut-off or inconsistent 	
Music	<ul style="list-style-type: none"> Music is well chosen and coordinated with the video, adding meaning or tone to the overall video. Appropriate use of original music. 	<ul style="list-style-type: none"> Music is mostly well suited to the meaning and tone of the video. Some original music was used. 	<ul style="list-style-type: none"> Music is mostly well suited to the meaning and tone of the video but it may be uneven (too loud or too soft) in places. 	<ul style="list-style-type: none"> Music is uneven, distracting and not coordinated with the video. It is gratuitous and does not add to the meaning or tone of the video. 	
	Use Back for Additional Comments			TOTAL	