

# Film Showcase Rubric

Team \_\_\_\_\_ Film Name \_\_\_\_\_

Category	0-2	3-4	5-6	7-8	9-10	Score:
<b>Theme/Prompt:</b> The film's theme is clear and follows the Prompt	Point of the Film is unclear. The film ignores the prompt.	Some effort at a consistent theme has been made, but the Film lacks direction.	Goal/Purpose is met, although this can be unclear at times.	Film follows the prompt fairly closely, but may stray	Film has a clear theme and embraces the intent of the prompt.	
<b>Principles of Film:</b> Principles of Film are utilized to emulate professional Film standards.	The film is choppy, not smooth, missing frames, Principles of Film appear to be ignored.	Parts of the Film are sound, but minimal attention to Principles is evident.	Film is basically sound but feels unfinished. Some effort towards applying Principles appears to be in place.	Film flows reasonably well but may have minor issues. Adherence to Principles seems planned.	Film is smooth, has good flow, and maintains consistent, effective adherence to Principles.	
<b>Art/Visual Appeal:</b> Film is visually appealing. Effort has been made to make Film appropriate to the project. If music/sound are present, they are appropriate to the genre (and cited if necessary)	Low effort is apparent. Art and/or Film principles are missing from the project.	Some effort is apparent. Art is very low quality and may be distracting from the main project.	Effort is apparent. Visuals look cohesive. Quality is appropriate for a high school level course.	Strong effort is apparent. Art flows together and appears thoughtful, planned and appropriate to genre. Film is generally visually pleasing.	High effort is apparent. Art is polished. Film sets are smooth. Visuals are impressive for a high school level course.	
<b>Effort:</b> This project was an appropriate use of the team's time and ability.	This Film feels rushed, last minute and seems as though minimal effort or techniques were used.	The team should have put in more effort, but the project is reasonably passable.	The team spent an appropriate amount of time considering the scale of the project	The team put in a good amount of effort.	High degree of effort and cohesive teamwork is demonstrated.	
<b>Craftsmanship:</b> Film is enjoyable to watch The Film "made me care" Story was compelling	Film is not entertaining, I did not care about the story or characters	Parts of the Film are fun, but the overall experience is lacking	Film was "ok"	Film was enjoyable.	Film was enjoyable enough that evaluator would share Film with others.	

Writing/Story
Cinematography
Character Performance
Sound
Unique Perspective