

skill area	a	b	c	d	f
In general terms	Does everything required, does it well, and has that extra spark of brilliance that makes us wish we had done it, tell others about it, brag about knowing you, etc.	Does everything required, and does it well. Good craftsmanship.	Does everything required. Expects an A and effusive praise.	Does most of what's required, but not all. Usually has excuses.	Makes a mess or doesn't show up.
Concept	The idea fulfills the assignment in a very original, imaginative way, or uses old forms in new ways.	The idea fulfills the assignment and shows some original ideas.	The idea fulfills the assignment but is not especially imaginative or original.	The idea partially fulfills the assignment, but leaves out some aspects.	The idea doesn't fulfill the assignment at all.
Treatment	Gives a pithy overview of the movie (e.g., Paris Hilton meets the Matrix) with an introduction to the main characters and a brief, complete synopsis.	Gives a clear overview of the movie with an introduction to the main characters and a fairly brief synopsis.	Gives a reasonably clear overview of the movie with an introduction to the main characters and a synopsis, but could be pithier.	Gives an unclear overview of the movie or leaves out something crucial or is too long-winded	Gives an unclear overview of the movie, leaves out something crucial and is too long-winded
Storyboard	Storyboard is created with sketches showing proposed camera angles, shots and story line. Notes of proposed transitions, special effects, sound and title tracks are included.	Storyboard is created with sketches showing proposed camera angles, shots and story line. Title tracks are included.	Storyboard is created with sketches showing proposed camera angles, shots and story line.	Storyboard is created with sketches.	No storyboard, or storyboard is created after the video is made.

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Script	<p>Written in industry standard form. Gives just the right amount of direction without micro-managing director's job. Dialog is appropriate for the genre, and seems natural, fresh and original. Level of detail is perfect, giving just what is needed and not getting bogged down in detail. Locations and scenes are described well. Length and # of scenes are perfect to tell story.</p>	<p>Written in industry standard form. Gives a good amount of direction. Dialog is appropriate for the genre, and seems natural. Level of detail is good, giving just what is needed and not getting bogged down in detail. Locations and scenes are described reasonably well. Length and # of scenes are right to tell story.</p>	<p>Written in industry standard form. Gives a reasonable amount of direction. Dialog is appropriate for the genre. Level of detail is pretty good, giving generally what is needed and not getting too bogged down in detail. Locations and scenes are described adequately. Length and # of scenes are adequate to tell story.</p>	<p>Not written in industry standard form, and/or gives too much or not enough detail. Dialog isn't appropriate for the genre. Locations and scenes aren't described adequately. Length and # of scenes aren't adequate to tell story, or are unreasonably long.</p>	<p>Obviously didn't understand the form or purpose of a script, and didn't care to inquire.</p>
Camerawork	<p>All angles and shots enhance the content and meaning of the video and are beautifully composed. Camera is the right distance from subjects, with good headroom and nose room. Action makes visual sense, observes the 180° rule, and leads the viewer's attention around the screen in a logical progression from side to side so that visual segues are smooth.</p>	<p>Angles and shots compliment the content and meaning of the video and are well composed. Camera is the right distance from subjects, with good headroom and nose room. Action makes visual sense, and observes the 180° rule. Visual segues are smooth.</p>	<p>Angles and shots match the content and meaning of the video and are well composed. Camera is the right distance from subjects, with good headroom and nose room. Action makes visual sense, and observes the 180° rule. Visual segues are smooth.</p>	<p>Camera is used in an unconscious manner, just pointed at the action without thought about angles or distance of shots or composition. Rules of headroom and nose room aren't followed. Information is communicated without visual enhancement.</p>	<p>Camera is used in an unconscious manner, just pointed at the action without thought about angles or distance of shots. Not all visual information is communicated. Or camera is used to mimic the eye, flitting around the way a person's eye would.</p>

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Camera motion	<p>Tripod and/or steadycam used when appropriate.</p> <p>Pans, tilts, trucks, rack focus are used only to enhance content and meaning of video, not in a gimmicky way and are done so gradually they are not consciously noticed by audience.</p>	<p>Tripod used when appropriate. Pans, tilts, trucks, rack focus are used only to enhance content and meaning of video, and are usually done so gradually they are not noticed by audience.</p>	<p>Camera is reasonably steady, but it's obvious a tripod should have been used. Pans, tilts, trucks, rack focus are not used, or used inappropriately, or are not subtle, and interrupt audience attention.</p>	<p>Extraneous camera movement detracts somewhat from audience attention. Gratuitous camera movements. Or camera is used to mimic the eye, flitting around the way a person's eye would.</p>	<p>Extraneous camera movements distract audience for much of the video. Gratuitous camera movements. Or camera is used to mimic the eye, flitting around the way a person's eye would.</p>
Lighting	<p>The exposure settings were correctly calibrated to photograph the scene(s)</p> <p>White balance was correctly calibrated so cameras' color balance matched.</p> <p>Ambient and additional light and/or reflectors are used. Almost no deep shadows or glares are apparent unless they are deliberate and add to the mood of the video.</p>	<p>The exposure settings were correctly calibrated to photograph the scene(s)</p> <p>White balance was correctly calibrated so cameras' color balance matched.</p> <p>Ambient and additional light and/or reflectors are used. Few deep shadows or glares are apparent unless they are deliberate and add to the mood of the video..</p>	<p>Only ambient (available) light is used. Scenes are not too bright or too dark.</p> <p>White balance was correctly calibrated so color balance matches between cameras in multicam shoots.</p> <p>Shadows and glare are sometimes a problem.</p>	<p>Only ambient (available) light is used. Scenes are too bright or too dark.</p> <p>Color balance doesn't match between cameras in multicam shoots.</p> <p>Shadows and glare are sometimes a problem.</p>	<p>Only ambient light is used. Scenes are too dark or too bright.</p> <p>Color balance doesn't match between cameras in multicam shoots.</p> <p>Shadows and glare are a problem.</p>

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Audio quality	Each line of dialog can be easily heard, is at appropriate volume, ambient noise adds a natural feel to the scene without calling attention to itself, any sound effects seem to fit seamlessly into the video	Most dialog can be easily heard, is at appropriate volume, ambient noise adds a natural feel to the scene without calling attention to itself, sound effects seem to fit well into the video	Most dialog can be easily heard, volume is reasonable, ambient noise and sound effects don't detract too much from the video	Some dialog is hard to hear, volume is inconsistent, ambient noise and/or sound effects are annoying	Dialog is hard to hear, volume is inconsistent, ambient noise and/or sound effects are annoying
Music	Beautiful original music enhances the mood(s) of the video without being intrusive or telegraphing emotions	Original music enhances the mood(s) of the video without being intrusive or telegraphing emotions	Original music goes with the mood(s) of the video and isn't too intrusive, doesn't often telegraph emotions	Music isn't original and/or doesn't go with the mood(s) of the video, and/or telegraphs emotions	Music isn't original, doesn't go with the mood(s) of the video, and telegraphs emotions
Editing	Cuts are the right length and rhythm to enhance the content of the video and keep our attention. Transitions are appropriate for the mood of the story and occur at sensible times in the action. All extraneous footage has been edited out. Cutaways are used to add depth and detail where appropriate.	Cuts are mostly the right length and rhythm to enhance the content of the video and keep our attention. Transitions are appropriate for the mood of the story and occur at reasonable times in the action. Most extraneous footage has been edited out. Some cutaways are used to add depth and detail.	Cuts are, usually the right length and rhythm to enhance the content of the video and keep our attention. Transitions are usually appropriate for the mood of the story and occur at reasonable times in the action. Most extraneous footage has been edited out.	Cuts aren't always the right length and rhythm to enhance the content of the video and keep our attention. Transitions aren't appropriate for the mood of the story and occur at annoying times in the action. More extraneous footage should have been edited out.	The length and rhythm of cuts gets in the way of the content and/or doesn't keep our attention. Transitions aren't appropriate for the mood of the story and occur at annoying times in the action. More extraneous footage should have been edited out.
Talent	Talent seems perfect for their parts and are well-prepared.	Talent is adequate and well-prepared	Talent is adequate and somewhat well-prepared	Talent isn't a good match for the roles, and/or is ill-prepared	Talent isn't a good match for the roles, and is ill-prepared

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Storytelling	The story has a beginning, middle and end. The sequence unfolds logically and doesn't confuse viewers. The pacing holds viewer interest. The characters are memorable. The video has a strong emotional impact.	The story has a beginning, middle and end. The sequence unfolds logically and doesn't confuse viewers. The pacing holds viewer interest. The characters are strong. The video has some emotional impact.	The story has a beginning, middle and end. The sequence doesn't confuse viewers. The pacing holds viewer interest. The characters are well-defined. The video has some emotional content.	The story is somewhat muddled. The sequence confuses viewers. The pacing may not hold viewer interest. The characters aren't well-defined. The video has little emotional content.	The story is muddled. The sequence confuses viewers. The pacing doesn't hold viewer interest. The characters aren't well-defined. The video has little or no emotional content.
Humor	When used, wit and humor are tastefully evident, and consistent with the tone of the video. References are obvious to the viewers. The tone is not hurtful or mean-spirited, not insulting to any group based on ethnicity, sexual preference, or appearance, and not scatological or sexual.	When used, wit and humor are consistent with the tone of the video. References are obvious to the viewers. The tone is not hurtful or mean-spirited, not insulting to any group based on ethnicity, sexual preference, or appearance, and not scatological or sexual.	When used, wit, humor or silliness is consistent with the tone of the video. References are obvious to most viewers. The tone is not hurtful or mean-spirited, not insulting to any group based on ethnicity, sexual preference, or appearance, and not scatological or sexual.	The humor just seems silly and/or references aren't obvious to the viewers, or the tone is potentially hurtful or mean-spirited, or insulting to a group based on ethnicity, sexual preference, or appearance, and not scatological or sexual.	The humor seems off. References aren't obvious to the viewers or the tone is hurtful or mean-spirited, or insulting to a group based on ethnicity or sexual preference, or scatological or sexual.
Content	The story was worth telling, and we come away inspired and moved.	The story was worth telling, and we come away feeling touched.	The story was worth telling.	We're not sure why they bothered to tell this story.	Telling this story seems like a waste of energy.
Location	Locations give a special sense of place and mesh perfectly with the moods of the scenes.	Locations go well with the mood of the scenes.	Locations are adequate for the scenes.	Locations don't always mesh with the scenes being shot and seem incongruous.	Locations are obviously not thought out, seem not to relate to action or scenes at all.

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Special effects	Beautifully integrated to enhance the content and story.	Used to enhance the content and story.	Used only where needed.	Make sense, but aren't integrated well, so they distract from the story.	Used just to use special effects.
props	Perfectly enhance the content and story, adding depth and nuance.	Enhance the content and story, adding nice touches.	Support the content and story.	Don't seem to fit, or draw attention away from the story.	Detract from the story.
continuity	Color scheme is subtly present and is perfectly suited to the mood of the video. Color balance is maintained from camera to camera and shot to shot. Sufficient cutaway footage was shot to bridge visual gaps. Visual elements match from scene to scene.	Color scheme is present. Color balance is maintained from camera to camera and shot to shot. Sufficient cutaway footage was shot to bridge visual gaps. Visual elements match from scene to scene..	Colors don't detract from the mood of the video. Color balance is maintained from camera to camera and shot to shot. Sufficient cutaway footage was shot to bridge visual gaps. Visual elements match from scene to scene..	No color scheme is present. Colors sometimes detract from the mood of the video. Color balance isn't always maintained from camera to camera and shot to shot. Not enough cutaway footage was shot to bridge visual gaps. Visual elements don't always match from scene to scene..	No color scheme is apparent, and the colors take away from the mood of the video. Color balance varies, no cutaway footage is used, so there are awkward visual gaps. Visual elements don't match from scene to scene.