

Student Name: _____

Date: _____

Film Production		15 pts	12 pts	9pts	5pts	0pts	0 pts		
Max 60 pts									
Originality and creativity	Originality and creativity is beyond expectations	Displays extensive creative content and “outside the box” thinking	Creativity is evident and incorporated into video message	Video message was evident, limited creative technique used	Very basic idea, simple structure and no technique used to show creativity	Not submitted	15		
Shows basic knowledge of camera operation & editing	Knowledge of camera operation & editing are beyond expectations	Displays extensive camera operation and editing skills	Displays knowledge of camera operation and editing software	Some attempt was made to steady camera and shots are viewable.	Very basic skills, shaky camera, rough edits	Not submitted	15		
Includes music, titles, narration, and credits	Use of elements exceeds expectations	All elements were used effectively	Several elements were used effectively	Basic use of elements. Limited effectiveness	Very limited amount of elements were used. Not very effective	Not submitted	15		
Audio	Audio is easily heard and sufficient. All dialog and narration is clearly audible. Use of music is appropriate.	Sound is present and audible. All required audio is able to be heard. Music used effectively.	Sound is evident but not clear or used efficiently. Music used but not effectively	Sound is very hard to hear. Dialogue and narration is not clear or audible. Music was not used or not used effectively.	There is no sound in the video.	Not submitted	15		

Speech		10 pts	9-8 pts	7-5 pts	4-3 pts	2-1 pts	0 pts		
Max 40 pts									
Content	Demonstrates full knowledge and understanding of topic	Demonstrates knowledge and understanding of topic	Demonstrates some knowledge and understanding of topic	Demonstrates little knowledge and/or understanding of topic	Demonstrates no knowledge and understanding of topic	Did not present	10		
Organization	Provides clear purpose with supporting ideas	Provides clear purpose with no supporting ideas	Has a somewhat clear purpose with supporting ideas	Has a somewhat clear purpose with no supporting ideas	Has an unclear purpose with no supporting ideas	Did not present	10		
Delivery	Speaks with fluctuation in volume and inflection and emphasizes key points	Speaks with fluctuation in volume and inflection and little emphasis on key points	Speaks with satisfactory variation of volume and inflection	Speaks in uneven volume with little or no inflection	Speaks in low volume and/or monotonous tone	Did not present	10		
Preparation	Holds attention of audience with the use of direct eye contact and engages the audience	Consistent use of direct eye contact with audience, but still returns to notes	Displays some eye contact with audience and returns to notes	Displays minimal eye contact with audience, while reading mostly from the notes	Holds no eye contact with audience, as entire speech is read from notes	Did not present	10		