

Video Judging Rubric

Strong Storytelling	<p>Excellent Narrative quality of the video is compelling and well structured</p>	<p>Fair There is some narrative structure, but weaknesses are present</p>	<p>Poor Narrative structure is non-existent or very weak</p>
	10 · 9 · 8	7 · 6 · 5 · 4	3 · 2 · 1
Technical Proficiency	<p>Excellent Focus is sharp, sound is well done, lighting works well</p>	<p>Fair Generally fine, with some weaknesses in sound, light, or camera images</p>	<p>Poor Real problems with sound, light or camera images that intrude on the watching experience</p>
	10 · 9 · 8	7 · 6 · 5 · 4	3 · 2 · 1
Cinematography	<p>Excellent The use of the camera is especially engaging with an obvious intent to use it creatively</p>	<p>Fair The camera work is generally fine, although not particularly creative</p>	<p>Poor Unimaginative and careless camera work with no obvious intent to use the camera as an artistic tool</p>
	10 · 9 · 8	7 · 6 · 5 · 4	3 · 2 · 1
Creativity	<p>Excellent There is a strong evidence of creative, innovative thought</p>	<p>Fair Creative ideas are competent, but not necessarily inspired</p>	<p>Poor There is little sign of real creativity</p>
	10 · 9 · 8	7 · 6 · 5 · 4	3 · 2 · 1
Engaging and Relevant Subject Matter	<p>Excellent The theme and subject matter readily draw attention and provoke further thought</p>	<p>Fair The theme and subject matter are worthy, but predictable; nothing especially inspired</p>	<p>Poor The theme and subject matter are trivial at best and obnoxious at worst</p>
	10 · 9 · 8	7 · 6 · 5 · 4	3 · 2 · 1