

Jim Harbin Judging Rubric

Category: _____

Age Group: K-2, 3-5, 6-8, 9-12 (circle one)

Film Title: _____

ELEMENT	7	5	3	1
Duration of Presentation	Yes. The video is within the minimum/maximum limits. QUALIFIED (7)			No. The video is not within the minimum/maximum limits. DISQUALIFIED (0)
Permissions	Yes. Permission to use copyrighted material has been requested. Paperwork included. Or, copyright not required based on content. QUALIFIED (7)			No. Permission to use copyrighted material has not been requested or paperwork isn't included. DISQUALIFIED (0)
Storyboard/Script	Storyboard or script is complete with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. Storyboard or script reflects outstanding planning and organization for the video. Planning reflects insights into structure and format needed for type of video.	Storyboard or script is relatively complete with sketches for most scenes, and notes on titles, transitions, special effects, sound, etc. Storyboard or script reflects effective planning and organization for the video.	Storyboard or script has glaring omissions in scene planning. There are some sketches, and notes on titles, transitions, special effects, sound, etc. Storyboard or script reflects attempts at planning and organization for the video.	Storyboard or script is not done or is so incomplete that it could not be used even as a general guide. Storyboard or script reflects very little planning.
Creativity and Originality	The video uses unexpected and novel techniques to illustrate exemplary creativity, originality, and imagination.	The video engages the audience with imaginative design elements that enhance an original idea or message.	The video reflects some creativity, but it lacks originality; may include novel ways of presenting an original idea or message but is used inconsistently.	The video lacks creativity and originality. May even copy an existing film.
Audience Appeal	The video engages the audience, is well paced and maintains interest from beginning to end. Leaves the audience with a "Wow" reaction.	The video catches audience attention early, but awkward pacing may lose audience interest at times.	The video has moments of audience appeal, but it is brief.	The video has little to no audience appeal. The video demonstrates some imagination without real engagement of the audience.
Content	Content clearly meets objective/purpose.	Purpose of film is mostly evident to viewers.	Purpose/objective not fully realized through film.	Purpose/objective of film unclear.
Visual Elements	Commanding and/or creative use of camera techniques, shot composition, and effects to create an atmosphere and/or tone, and may communicate symbolism and/or metaphors.	Skillful use of camera techniques, shot composition, and effects create an atmosphere and/or tone.	Basic use of camera techniques, shot composition, and effects. Some choices may distract from atmosphere/tone or cloud the objective/purpose of film.	Several choices involving camera technique, shot composition, or effects make the story hard to follow, distract audience attention, and cloud the objective/purpose of film.
Narration/Dialog	Engaging and animated delivery of narration/dialog fits the story line and helps the audience really "get into" the story. The absence of dialog does not detract from the film's intent/purpose.	Occasionally speaks too fast or too slowly or softly for the story line. Absence of dialog makes it difficult for viewer to understand film's purpose.	Awkward pacing (rhythm and voice punctuation). May be difficult to understand narration/dialog due to volume, pacing, or articulation.	Audience cannot clearly understand narration/actors or cannot follow story line due to the delivery of narration.
Audio/Soundtrack	Balanced background music; appropriate use of silence. Selection of music stirs a rich emotional response that matches the story line well. Innovative use of sound effects.	Use of silence, and selection of music, and sound effects enhance project. Background music (if any) is for the most part balanced throughout film.	Music is ok, and not distracting, but it does not add much to the story. Volume of tracks may be inconsistent. Little or no sound effects used.	Music/audio is distracting or inappropriate. Omission of sound/music is distracting.
Grammar: Spoken and titles	Grammar and usage were correct (for the dialect chosen) and contributed to clarity, style and purpose.	Grammar and usage were typically correct (for the dialect chosen) and errors did not detract from the purpose/objective.	Grammar and usage were typically correct but errors detracted from purpose/objective.	Frequent grammar/spelling errors cause audience to lose focus and detract from film's purpose.

Judges' Comments: