

Jim Harbin Judging Rubric

ELEMENT	10-8(WOW)	7-6 (Adequate)	5-4 (Somewhat)	3-1 (Minimal)	0 (None)
Duration of Presentation	Yes. The video is within the minimum/maximum limits. QUALIFIED				No. The video is not within the minimum/maximum limits. DISQUALIFIED
Copyright Documentation	Yes. Permission to use copyrighted material has been requested. Paperwork included. Or, copyright not required based on content. QUALIFIED				No. Permission to use copyrighted material has not been requested or paperwork isn't included. DISQUALIFIED
Category Adherence <i>(Note category descriptions)</i>	Video clearly meets category purpose.	Purpose of film is mostly evident to viewers.	Purpose of film not fully evident.	Purpose of film unclear.	Film does not match the category description.
Storyboard/Script <i>(Minor variations are expected in published video.)</i>	Storyboard and/or script is complete with sketches and/or notes for scenes. Storyboard and/or script reflects thorough planning and organization for the video. Planning reflects insights into structure and format needed for type of video.	Storyboard and/or script is relatively complete with sketches and/or notes for scenes. Storyboard and/or script reflects adequate planning and organization for the video.	Storyboard and/or script has glaring omissions in scene planning. There are some sketches and/or notes. Storyboard and/or script reflects vague attempts at planning and organization for the video.	Storyboard and/or script is so incomplete that it could not be used even as a general guide. Storyboard and/or script reflects very little planning.	No storyboard or script submitted.
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.	
Cinematography	Commanding and/or creative use of camera techniques, shot compositions, and effects to create an atmosphere and/or tone, and may communicate symbolism and/or metaphors.	Skillful use of camera techniques, shot compositions, and effects create an atmosphere and/or tone.	Basic use of camera techniques, shot compositions, and effects. Some choices may distract from atmosphere/tone or cloud the purpose of film.	Several choices involving camera technique, shot compositions, or effects make the story hard to follow, distract audience attention, and cloud the purpose of film.	
Performances/Narration/Dialog	Engaging and animated performance. Delivery fits the story line and helps the audience "get into" the story. The absence of dialog and/or student performance does not detract from the film's intent/purpose.	Occasionally performer/speaker speaks too quickly, too slowly or too softly, limiting audiences understanding. 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 performer/narrator.	
Sound/Audio	Balanced background music; appropriate use of silence. Selection of music stirs emotional response that matches the story line well. Innovative use of sound effects.	Use of silence, selection of music, and/or sound effects enhance project. Background music, spoken parts (if any) is balanced throughout film.	Music is ok, and not distracting, but it does not add much to the story. Volume of tracks may be inconsistent (too loud, inaudible) Little or no sound effects used.	Music/audio is distracting or inappropriate. Omission of sound/music is distracting.	
Production Value: set, background, props	Excellent attention to detail. The scenery/props and/or background used to improve the film add to the mood and overall excellence of the film.	Some attention paid to scenery, props and/or background. More effort and attention to details needed. Props or background distracts the viewer.	Scenery, props and background, okay. Appears that little thought went into these aspects of film making. Props and background inconsistent.	Little attention paid to details. Background of shots distracting and take away from overall film quality.	
Grammar/Spelling: Spoken and Titles <i>Insure videos reflect professionalism in grammar and spelling.</i>	Grammar and spelling were correct (for the dialect chosen) and contributed to clarity, style and purpose.	Grammar and spelling were typically correct (for the dialect chosen) and errors did not detract from the purpose.	Ineffective use of grammar and spelling.	Frequent grammar/spelling errors cause audience to lose focus and detract from film's purpose.	

Judges' Comments:

Last Updated: September 2019