

Criteria/Dimension	Bronze (6 points)	Silver (8 points)	Gold (10 points)
Script/Narrative/Story. This is the foundation of the video and the message. This includes the written script (if applicable).	<p>Narrative structure is conventional.</p> <p>Spoken dialogue could have benefitted from better scripting.</p> <p>The overall message is esoteric or unclear or is expressed literally.</p>	<p>Narrative structure may be conventional yet supports the message.</p> <p>Spoken dialogue shows evidence of formal scripting and is effective.</p> <p>The overall message is conveyed in a relevant and interesting way.</p>	<p>Narrative is unique or innovative yet is well executed and supports the message.</p> <p>Spoken dialogue shows evidence of formal scripting and is effective and well-written.</p> <p>The overall message is powerful, poignant and/or evocative.</p>
Direction/Production Design. Combining two roles in one for this rubric, this criteria represents the ways the narrative is shaped in principal photography and in post production. It represents the execution of the overall vision.	<p>A storyboard was either not needed (the narrative was simple in structure) or there is no evidence of one when it could have helped.</p> <p>Montage (the intentional sequencing of images or short clips). If used, is a simple sequence that neither detracts from nor drives the story or message.</p> <p>Staging (the setup of the space) and blocking (positioning of talent withing the "stage") was either not needed or was necessary, but not evident.</p> <p>Visual and audio were designed for simple recording.</p> <p>Time manipulation, including parallel development or time compression, was either not needed or not used.</p> <p>Continuity was either not a factor (because of the narrative structure) or if it was a factor, one or more errors exist.</p> <p>Wow Factor: "Enjoyable". Most videos will score here. This score is our way of saying "Thanks! We hope you had fun."</p>	<p>Evidence of storyboarding to achieve a cohesive production design.</p> <p>Montage (the intentional sequencing of images or short clips). If used, demonstrates purposeful sequencing that supports the message.</p> <p>Staging (the setup of the space) and blocking (positioning of talent withing the "stage"). As needed, the talent and scene were blocked and staged for technical (audio and video) purposes.</p> <p>Visual and audio were selected and designed for purposeful interplay.</p> <p>Time manipulation, including parallel development or time compression, was implemented purposefully.</p> <p>Continuity was tended to: No major continuity errors.</p> <p>Wow factor. Quirky Cult Classic: This cell score is for videos that are so endearing despite other qualities (other row scores being low). Think Plan 9 from Outer Space.</p>	<p>Evidence of storyboarding to achieve a unique, complicated or unconventional production design.</p> <p>Montage (the intentional sequencing of images or short clips). If used, demonstrates a purposeful and artistic treatment that drives the message.</p> <p>Staging (the setup of the space) and blocking (positioning of talent withing the "stage"). As needed, the talent and scene were blocked and staged for technical (audio and video) purposes.</p> <p>Visual and audio were selected and designed for artistic interplay</p> <p>Time manipulation, including parallel development or time compression, was implemented purposefully and artistically.</p> <p>Continuity was tended to: No continuity errors.</p> <p>Wow Factor: "You had me at hello." Quit your day job and become a director! Video goes above and beyond with unique and <u>creative writing, direction, performance or</u></p>
Camera/Cinematography. This is the quality of camera work and operations, with intention and purpose for shaping the visual effect of the video.	<p>No evidence of intentional camera positioning.</p> <p>Shot compositions do not demonstrate useful cinematic techniques.</p> <p>Camera movement was either not needed or not a factor. If it was needed, handheld was used adequately (especially in cases where tripods, trucks, dollies, or other devices were not available).</p> <p>Lenswork and camera settings were not manipulated (set to auto).</p> <p>No attention was paid to lighting treatment or lack of lighting treatment detracts from the video.</p>	<p>Camera positioning had purposeful effect.</p> <p>Many of the shot compositions demonstrate common cinematic techniques.</p> <p>Camera movement: Tripods, trucks and/or other devices were used purposefully and/or handheld techniques were used purposefully.</p> <p>Lenswork and camera settings are selected and manipulated purposefully.</p> <p>Used natural and/or artificial lighting sources to purposeful effect.</p>	<p>Camera positioning had artistic effect.</p> <p>Most of the shot compositions demonstrate common cinematic techniques. Some scenes demonstrate evocative or unique cinematic techniques.</p> <p>Camera movement: Tripods, trucks and/or other devices were used purposefully and/or handheld techniques were used artistically.</p> <p>Lenswork and camera settings are selected and manipulated artistically.</p> <p>Use of natural and artificial lighting sources to artistic effect.</p>
Sound. This criteria addresses the effort to record good sound to purposeful effect. Post production sound editing is assessed here (in third column)	<p>Sound had moments of indiscernable dialogue or other distractions to the visual flow.</p> <p>No evidence of other sound recording techniques that could have elevated the audio.</p>	<p>Sound was recorded sufficiently for web distribution.</p> <p>Sound mixing was not needed OR was needed but its lack of use does not detract from the video.</p>	<p>Sound was recorded sufficiently for home theatre systems (i.e. really good sound).</p> <p>Microphones were used purposefully without impeding the production.</p> <p>Evidence of sound mixing and/or editing in post production.</p> <p>Sound effects were selected purposefully and implemented effectively (including in post production).</p>
Post Production. This reflects the technical completion of the video after principal photography.	<p>Copyright is properly address in the credits.</p> <p>Overall editing is linear and has limited manipulation of time.</p> <p>Transitions and cuts are selected and implemented without purposeful style.</p> <p>Titles and credits were included but without evidence of custom or intentional treatment.</p>	<p>Copyright is properly address in the credits.</p> <p>Overall editing consists of multiple scenes with purposeful time manipulation.</p> <p>Transitions and cuts are selected and implemented with purpose and style to support the narrative.</p> <p>Titles and credits were produced and crafted for unique visual effect that supports the overall production design.</p>	<p>Silver level plus at least one of the following enhancements:</p> <p>Original graphics are used purposefully (beyond ornamentation).</p> <p>Sophisticated editing with cutting and transitions used intentionally for particular effect.</p> <p>Use of compositing or other visual effects</p>