

Project Title \_\_\_\_\_

## PA Media and Design Competition Digital Movie Scoring Guidelines

Project ID # \_\_\_\_\_

Judge # \_\_\_\_\_

- \_\_\_\_\_ Narrative description is present
- \_\_\_\_\_ Copyright information and credits are clearly displayed
- \_\_\_\_\_ Storyboard is included
- \_\_\_\_\_ Video does not exceed 5 minutes

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>Score</b>
Project	The project has a clear focus related to the chosen topic and one or more of the following elements; reflects broad research and application of critical thinking skills; shows notable insight or understanding of the topic. Excellent evidence of student learning and efforts are reflected in student's project. Project stays on topic throughout.	The project has a clear focus related to the chosen topic or issue. Information included has been compiled from several relevant sources. Substantial evidence of student learning and efforts are reflected in student's project.	There is focus that is maintained throughout the project. The project presents information in an accurate and organized manner that can be understood by the intended audience. Adequate evidence of student learning and efforts are reflected in student's project	The project has a focus but may stray from it at times. There is an organizational structure, though it may not be carried through in a consistent manner. There may be factual errors or inconsistencies, but they are relatively minor. Less than adequate evidence of student learning and efforts are reflected in student's project.	
Conventions	Clear, concise, well-written, no spelling or grammatical errors.	Few syntax, spelling or grammatical errors.	Moderate amount of spelling, syntax, and/or grammatical errors.	Many spelling, syntax and grammatical errors	
Design	Background and staging elements are unique and further support understanding of the concepts; design elements add continuity to video. Storyboard is completed and gives detailed information on the creation of the project.	Background is relevant to subject and not distracting; design elements are appropriate in color and size. Storyboard is present, but includes broad details about how the project was created.	Shows an attempt to make background and staging support understanding of the concept, but design elements are distracting and inconsistent. Storyboard is present, but it is partially completed.	Background is inappropriate for subject; colors, props, and other design elements of staging are distracting.	
Audio	The audio is clear, easily heard and understood. Music stirs a rich emotional response to enhance the project. Background music is set at optimal volume and contributes to the telling of the story. Actors don't drop words. Background music is appropriate and doesn't interfere with the story.	Audio is mostly clear and easily understood. Music stirs an emotional response to somewhat enhance the project. Background music is appropriate, mostly doesn't interfere with the spoken dialog and actors mostly can be heard and understood easily. Background music occasionally contributes to the telling of the story.	Audio is sometimes difficult to hear and understand. Background music is sometimes too loud or not suitable for the telling of the story.	Audio is either distorted, too soft or the dialog is otherwise hard to understand. Background music or volume interferes with the appreciation of the story.	
Camera	Camera is clear, crisp and in focus; camera angles enhance the point of view. Clips were selectively chosen to add depth and meaning to the project. Lighting is consistent and appropriate throughout. Edits are not noticeable.	Camera is steady and in focus. Clips mostly create a tone or atmosphere. Few edits are noticeable. Lighting is consistent and appropriate for the majority of the movie.	Camera is occasionally unsteady or out of focus. An attempt was made to use camera angles, but does not enhance the project. Many edits are noticeable. Lighting is inconsistent or poor.	Camera is very unsteady; focus is irregular and distracting. No attempt to use camera angles to create an appropriate atmosphere/ tone. There is no evidence of light modification. Edits distract from the flow of the movie.	
Flow	Project includes hooks that are used throughout to build interest and attention. Segments are long enough to make each point clear. There is a solid closing that leaves the viewer engaged.	Project moves at a steady pace with a hook. The ending is apparent.	Project moves at too slow a pace to hold the audience's attention but the hook is not intriguing and/or there is a vague ending that does not sum up the project.	Project does not engage the audience. There is no hook and the movie ends without a closing.	
Appeal	The project delivers an engaging, strong message about the topic	The project is interesting to an audience beyond the students who created it.	The project is interesting to the students who created it.	The project is lacking in its ability to create interest.	
Creativity/ Professionalism	The story itself is very creative as is the approach to telling it. Strong evidence of significant time investment is present. For Public Service Announcements, the video shows strong evidence of significant time investment in researching and producing the video.	The story itself shows some creativity as does the approach to telling it. Evidence exists of an appreciable amount of time invested. For PSA style movies, some evidence of appreciable time investment in research and production is present.	Some creativity is present in the story line, or little research is evident in the production. The Public Service Announcement story is shallow and misses the mark.	Little evidence of creative effort is visible. Or, little evidence of research for the Public Service Announcement is shown.	

**Total: \_\_\_\_\_**

Comments:

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