



2017 Gray's Reef Ocean Film Festival Emerging Filmmakers Competition Scoring Rubric

- Video must be 15 minutes or less (including credits)
- All audio/video/graphic content must be original, copyright free or have written permission, and be properly documented
- All of the production must be student work (capture, edit, produce)

	Possible Points Awarded			
	4	3	2	1
Content				
Storytelling	Conveys idea (s) or story to the audience in an effective way. The film is compelling and the purpose of the project is clearly accomplished.	Conveys idea(s) or story to the audience in an effective way. The film accomplishes the purpose of the project.	Does not convey ideas or story to the audience in an effective way. The purpose of the film is suggested, but it is unclear.	Lack of idea(s) or story. The purpose of the film has not been identified the video does not match the purpose.
Artistic/Visual Appeal	Excellent composition. Uses effective shots. Cinematography conveys messages about characters and storyline.	Good composition. Uses some effective shots. Cinematography conveys some messages about the characters and storyline.	Minimally acceptable composition. Shots are not very effective. Cinematography does not contribute to character development or storyline.	Poor composition. Weak, repetitive or poor shots. Cinematography contains no messages about characters or storyline.
Continuity	Scenes flow smoothly from one to the next and match the "mood" of the storyline. There are no lapses in continuity.	Scenes decently flow from one to the next and somewhat match the "mood" of the storyline. There are minor/small lapses in continuity.	Scenes flow poorly from one to the next and do not really match the "mood" of the storyline. There are many lapses in the continuity.	Scenes flow weakly from one to the next and do not match the "mood" of the storyline at all. The film is disjointed in significant ways.
Originality	Film shows considerable originality. The content and ideas are presented in a unique and interesting way.	Film shows some originality. The content and ideas are presented in an interesting way.	Film shows an attempt at originality in part of the presentation.	Film is a rehash of other people's ideas and/or images and shows very little attempt at original thought.
Creativity	Film shows evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows some evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows little evidence of imagination and creativity. There is minimal thoughtfulness to the style and mood that suits the film.	Film shows no evidence of imagination and creativity. There is no thoughtfulness to the style and mood that suits the film.

Technical				
Editing	Excellent use of transitions and effects; very smooth blend between scenes; invisible edits.	Good use of transitions and effects; smooth blend between scenes; edits are unobtrusive.	Poor use of transitions and effects; inappropriate blend between scenes; edits are disruptive.	Little to no use of transitions and effects; distracting edits between scenes.
Audio/Sound Editing	Audio is balanced between dialogue, music and voice over. Audio is clear throughout the video.	Audio is usually balanced between dialogue, music and voice over. Audio is clear throughout the video.	Audio is somewhat balanced between dialogue, music and voice over. Audio is clear throughout the video.	Audio is unbalanced between dialogue, music and voice over. Audio is inaudible in significant portions of the video.
Video Focus and Lighting	All shots are appropriately focused for the intent of the film. Camera movements are smooth and at appropriate speed. All shots have appropriate lighting.	Most shots are appropriately focused for the intent of the film. Camera movements are smooth and/or at appropriate speed. Most shots have appropriate lighting.	Many shots are not appropriately focused. Motion shots are fairly steady. Some shots have inadequate light.	Few shots are appropriately focused and are not shot with intent. The camera is not held steady. Many shots have inadequate light.
Video Framing	Video shows evidence of good composition.	Most shots are well framed.	Few shots are well framed.	Many shots are poorly framed.
Pace	All clips are just long enough to make the point clear with no slack time. The pace captures the audience attention and the "mood" of the content.	Most clips move at a steady pace. Most transitions between scenes are thoughtfully executed.	Some clips move at a steady pace. Some clips are edited to remove slack time. Transitions between scenes are somewhat thoughtfully executed.	Video clips are too long and do not advance the storyline or too short and leave out essential action. Transitions between scenes do not show evidence of thoughtful execution.