General Video Production Grading Rubric

	4	3	2	1
Message / Story	• Significant evidence of originality • Message / story is clear	• Originality is evident, new insights provided • Message / story is mostly clear	• Originality minimal. • Message / story is not very clear.	• Originality is absent • Message / story is not clear or non-existent
Video	• Camera shots and movements add to the message / story. • Camera shots and movements vary. • Shots in focus. Proper use of depth of field. • Lighting is superb. • Visuals tell the story.	• Camera shots and movements don't detract from the message / story • Some variety in camera shots or movements • Most shots are in focus • Lighting is good	• Camera shots and movements sometimes detract from the message / story • Almost no camera shot or movement variety • Many shots out of focus • Lighting is ok	• Camera shots and movements detract from the message / story. • No camera shot or movement variety. • Most shots out of focus • Lighting is distracting
Audio	• Audio is in sync with video • Audio is clear • No abrupt changes in volume • Sound effects and transitions add to the message / story	• Audio is mostly in sync with video • Audio is mostly clear • Sound effects and transitions don't detract from the message / story • Hardly any abrupt changes in volume	• Audio is sometimes in sync with video. • Audio is not always clear, some background noise or distortion • Some abrupt changes in volume	• Audio is out of sync with video. • Audio is unclear, lots of background noise or distortion. • Several abrupt changes in volume. • Sound effects and transitions detract from the message / story.
Editing	• Project flows exceptionally well. • Edits are unnoticeable. • Transitions, effects, and filters add to the message / story	• Project flow is good. • Most edits are unnoticeable • Transitions, effects, and filters don't detract from the message / story	• Project flow is ok • Some edits are noticeable • Transitions, effects, and filters sometimes detract from the message / story	• Randomly arranged, no organization • Lots of noticeable edits • Transitions, effects, and filters detract from the message / story
Overall Quality	• Loved it and it is worthy to be entered into the Utah High School Film Festival.	• Liked it, but it needs a little work before it's ready for a film festival.	• It was ok, but definitely needs more work before any film festival.	• It needs a significant amount of work before its ready for a film festival.
Completion	• Completed all of the requirements of the video	• Completed most of the requirements of the video	• Completed some of the requirements of the video	• Completed none of the requirements of the video