



BCPS Film Expo Rubric

Each film submitted for the BCPS Film Expo will be evaluated criteria by a panel of judges using the set of criteria below. Students and teachers should use this document to inform their process to ensure quality control. Due to the range of submission categories, application of this rubric will vary slightly based the chosen category for submission. To help clarify how the rubric is applied in each category, a more specific description has been provided below the rubric to serve as a guideline for judgment but is not necessarily a requirement.

Submission Category (select one): FEATURE DOCUMENTARY ANIMATION EXPERIMENTAL GIF

	4	3	2	1
Audio (Clarity, mix, and editing)	The audio is balanced between dialogue, music, voice over and sound effects. The audio is clear throughout and effectively assists in communicating the main idea. The audio editing enhances the overall effect and adds value & atmosphere to the film.	The audio is usually balanced between dialogue, music, voice over and sound effects. The audio is mostly clear and only partially assists in communicating the main idea. The audio editing is logical and somewhat enhances the overall effect of the video.	The audio mix is inconsistent, at time various elements overpower each other. The overall sound mixing does not enhance the understanding of the film. There are noticeable inconsistencies in the audio editing.	Audio is cut-off, inconsistent and interferes with understanding of the video. The overall mixing detracts from the experience of the film. The dialogue (when applicable) is absent or inaudible.
Image (Clarity and composition)	Excellent compositions. Uses effective shots. Cinematography conveys messages about characters, plot, or other visual themes.	Good compositions. Uses some effective shots. Cinematography conveys some messages about the characters, storyline or other visual themes.	Minimally acceptable composition. Shots are not very effective. Cinematography does not contribute to messages about the characters, storyline or other visual themes.	Poor composition. Weak, repetitive or poor shots. Cinematography contains no messages about characters, storyline or other visual themes.
Post production (Editing and graphics)	Excellent use of transitions and effects; very smooth blend between scenes; artistically purposeful use of edits. Title and credits design is above average and contributes to the style of the film.	Good use of transitions and effects; smooth blend between scenes; edits are unobtrusive. Titles and credits are well designed and match the look of the film.	Poor use of transitions and effects; inappropriate blend between scenes; edits are disruptive. Titles and credits are adequate, but do not add anything to the overall experience.	Little to no use of transitions and effects; distracting edits between scenes. Titles and credits are inadequate and do not serve their purpose.
Aesthetics (Creative style and medium use)	Obvious evidence of imagination and creativity within the context of the medium. Strong aesthetic appeal throughout. There is distinct thoughtfulness to the style and mood of the film.	Film shows some evidence of imagination and creativity within the context of the medium. There is some attention to the style and mood of 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 very little to no evidence of imagination and creativity. There is no thoughtfulness to the style and mood.
Clarity of purpose (Artistic intent and/or Narrative quality)	A complex plot, message or impression is delivered in a powerful and meaningful way. The film is unique, effective, and compels the audience's attention.	A theme, plot, message or emotion is clearly developed throughout. The film is interesting and has some unique features.	A focus is maintained throughout the film, but it may not be compelling or keep the audience's interest. Requires more development, subtlety, focus or layering to be more effective.	The project has a focus, but may stray from it at times. There are creative elements, but they may detract from the stated purpose of the presentation.



The following details are intended to help clarify specific considerations within each category and serve as a guideline only.

Live Action

Audio:	Clarity and mix, originality of musical score/soundtrack
Image:	Clarity and composition, lighting, focus, camera movement
Post production:	Editing and graphics, titles, transitions, continuity, special effects
Aesthetics:	Creative style and medium use, camera angle, consideration of production/set design
Clarity of Purpose:	Artistic intent and/or narrative quality, storytelling, plotting, pacing, acting, dialogue

Documentaries

Audio:	Clarity and mix, originality of musical score/soundtrack
Image:	Clarity and composition, lighting, focus, camera movement
Post production:	Editing and graphics, titles, transitions, continuity, special effects
Aesthetics:	Creative style and medium use, camera angle, use of materials, consideration of location/environment, variety of/incorporation of appropriated content
Clarity of Purpose:	Message, theme, artistic intent and/or narrative quality, pacing

Animation

Audio:	Clarity and mix, originality of musical score/soundtrack
Image:	Clarity and composition, framing, angle
Post production:	Editing and graphics, titles, transitions, continuity, special effects
Aesthetics:	Creative style and consideration of materials/tools
Clarity of Purpose:	Artistic intent and/or Narrative quality, storytelling, pacing

Experimental

Audio:	Clarity and mix, originality of musical score/soundtrack
Image:	Clarity and composition, lighting, focus, camera movement
Post production:	Editing and graphics, titles, transitions, continuity, special effects
Aesthetics:	Creative style and medium use, camera angle, creative use of materials, consideration of location/environment, incorporation of additional elements.
Clarity of Purpose:	Message, theme, Artistic intent and/or Narrative quality, pacing.

Gifs:

Audio:	n/a
Image:	Resolution, composition, lighting
Post production:	Fluidity, transitions, Frames per second
Aesthetics:	Creative style and medium use
Clarity of Purpose:	Artistic intent and/or Narrative quality