

FILMMAKING

SCRIPT

Distinguished	Advanced	Proficient	Emerging	Not Observable
The story is exceptional, unique, and visually well told. It has an exceptional flow from start to finish.	The story is sound. There are no flaws. It has some unique qualities.	The story is sound. There are no flaws. You can clearly follow the story.	The story has some plot holes or is unclear at times. You can somewhat follow the story.	The story makes no sense. It has too many plot holes and is mostly difficult to follow.

PERFORMANCES

Distinguished	Advanced	Proficient	Emerging	Not Observable
The acting is exceptional. All of the characters in the film are immersed in their characters at all times.	The acting is sound. All of the characters are immersed in their characters most of the time.	The acting is solid. Most of the characters are immersed in their characters for most of the film.	The acting has flaws at times. Only some of the actors are immersed in their characters.	The acting is mostly flawed. Most of the actors are not immersed in their characters.

CAMERA

Distinguished	Advanced	Proficient	Emerging	Not Observable
Camera work is exceptional. It continually enhances the story; shows an artistic view; AND advanced techniques are present.	Camera work is sound. At times it enhances the story; shows an artistic view; and/or advanced techniques are present.	Camera work is solid. There are no flaws in the composition, the lighting or focus. At times, it may be artistic.	Camera work is flawed at times. Poor composition, lighting and/or focus. No artistic merit.	Camera work is mostly flawed more of Poor composition, lighting and/or focus. No artistic merit.

SOUND

Distinguished	Advanced	Proficient	Emerging	Not Observable
Sound is exceptional. It continually enhances the story; shows an artistic view; AND advanced techniques are present continually in the film.	The sound enhances the story; shows an artistic view; and/or advanced techniques are present	On set recording quality is clear with no flaws. Levels are consistent throughout. Sound editing techniques are flawless.	On set recording is flawed at times. Poor audio quality, clarity, inconsistent levels and/or poor sounding editing are present at times.	On set recording is mostly flawed. Poor audio quality, clarity, inconsistent levels and/or poor sounding editing are present most times.

EDITING

Distinguished	Advanced	Proficient	Emerging	Not Observable
Editing is exceptional. It continually enhances the story; shows an artistic view; AND advanced techniques are present continually in the film.	The editing enhances the story; shows an artistic view; and/or advanced techniques are present.	Editing is solid. There are no flaws in the overall editing in regards to timing, jump cuts, etc... Movie is paced well.	At times, the editing is flawed in regards to timing, jump cuts, etc... Movie is at times not paced well. Poor editing detracts from the storytelling.	The editing is mostly flawed in regards to timing, jump cuts, etc... Movie is mostly not paced well. Poor editing detracts from the storytelling.

MUSIC

Distinguished	Advanced	Proficient	Emerging	Not Observable
Continually throughout the film the music enhances the story; shows an artistic view; AND the filmmaker used enhanced music editing techniques.	At times the music enhances the story; shows an artistic view; and/or the filmmaker used enhanced music editing techniques in the film.	Use of music is solid. There are no flaws in the overall editing of the music. It flows well in and out. It does not necessarily enhance the story, but it does not distract.	At times, the use of music is flawed. It has errors during its in and out. The levels are poor. It distracts from the story at times.	Mostly, the use of music is flawed. It has continuous errors during its in and out. The levels are poor. It distracts from the story on multiple occasions.

USE OF GENRE

Distinguished	Advanced	Proficient	Emerging	Not Observable
The genre was artistically and creatively utilized to enhance the story. Camera work, editing and/or performances help to 'sell' the genre to the audience throughout the film.	At times the genre was artistically and creatively utilized to enhance the story. Camera work, editing and/or performances help to 'sell' the genre to the audience.	The portrayal of genre is solid. There is no doubt that the intent of the filmmaker was to make the film in that genre. Overall, the entire film worked within that genre.	The portrayal of genre is flawed at times. There is some doubt that the intent of the filmmaker was to make the film in that genre.	The portrayal of genre is mostly flawed. There is much doubt that the intent of the filmmaker was to make the film in that genre, but it is slightly evident at times.

OVERALL ARTISTIC MERIT (SCRIPT, PERFORMANCE, GENRE)

Distinguished	Advanced	Proficient	Emerging	Not Observable
The story is exceptional, unique, and visually well told. It has an exceptional flow from start to finish. The acting is exceptional. All of the characters in the film are immersed in their characters at all times. Genre was artistically and creatively utilized.	The story is sound. There are no flaws. It has some unique qualities. The acting is sound. All of the characters are immersed in their characters most of the time. The genre was, at times, artistically and creatively utilized to enhance the story.	The story is sound. There are no flaws. You can clearly follow the story. The acting is solid. Most of the characters are immersed in their characters for most of the film. There is no doubt that the intent of the filmmaker was to make the film in that genre. Overall, the entire film worked within that genre.	The story has some plot holes or is unclear at times. The acting has flaws at times. Only some of the actors are immersed in their characters. The portrayal of genre is flawed at times. There is some doubt that the intent of the filmmaker was to make the film in that genre.	The story makes no sense. It has too many plot holes and is mostly difficult to follow. The acting is mostly flawed. Most of the actors are not immersed in their characters. The portrayal of genre is mostly flawed. There is much doubt that the intent of the filmmaker was to make the film in that genre, but it is slightly evident at times.

OVERALL TECHNICAL MERIT (CAMERA, SOUND, EDITING, MUSIC)

Distinguished	Advanced	Proficient	Emerging	Not Observable
Camera work is exceptional. It continually enhances the story; shows an artistic view; AND advanced techniques are present. Sound is exceptional. It continually enhances the story; shows an artistic view; AND advanced techniques are present continually in the film. Editing is exceptional and continually enhances the story; shows an artistic view; AND advanced techniques are present continually in the film. Continually throughout the film the music enhances the story; shows an artistic view; AND the filmmaker used enhanced music editing techniques.	Camera work is sound. At times it enhances the story; shows an artistic view; and/or advanced techniques are present. At times the sound enhances the story; shows an artistic view; and/or advanced techniques are present. At times the editing enhances the story; shows an artistic view; and/or advanced techniques are present. At times the music enhances the story; shows an artistic view; and/or the filmmaker used enhanced music editing techniques in the film.	Camera work is solid. There are no flaws in the composition, the lighting or focus. At times, it may be artistic. On-set recording quality is clear with no flaws. Levels are consistent throughout. Sound editing techniques are flawless. Editing is solid. There are no flaws in the overall editing in regards to timing, jump cuts, etc... Movie is paced well. Use of music is solid. There are no flaws in the overall editing of the music. It flows well in and out. It does not necessarily enhance the story, but it does not distract.	Camera work is flawed at times. Poor composition, lighting and/or focus. No artistic merit. On-set recording is flawed at times. Poor audio quality, clarity, inconsistent levels and/or poor sound editing are present at times. At times the editing is flawed in regards to timing, jump cuts, etc... Movie is at times not paced well. Poor editing detracts from the storytelling. At times, the use of music is flawed. It has errors during its in and out. The levels are poor. It distracts from the story at times.	Camera work is mostly flawed. Poor composition, lighting and/or focus. No artistic merit. On-set recording is mostly flawed. Poor audio quality, clarity, inconsistent levels and/or poor sound editing are present most times. Mostly, the editing is flawed in regards to timing, jump cuts, etc... Movie is mostly not paced well. Poor editing detracts from the storytelling. Mostly, the use of music is flawed. It has continuous errors during its in and out. The levels are poor. It distracts from the story on multiple occasions.