

Development and Pre-Production Rubric

Teen Digital Reel Showcase & Awards



	1. Developing	2. Competent	3. Exemplary
Treatment & Script	<ul style="list-style-type: none"> Relies entirely on dialogue and narration to tell story One person wrote the Script, without input from the rest of the group Does not explore the defined subject 	<ul style="list-style-type: none"> Combines dialogue, narration and the use of images Some collaborations Explores the defined subject 	<ul style="list-style-type: none"> Rich in images and sparse on expository narration and/or dialogue Created in collaboration with all of the members of the group Explores the defined subject with creative perspectives
Story Concept & Pitching	<ul style="list-style-type: none"> Presentation lacks preparation Inaudible Unsure of story 	<ul style="list-style-type: none"> Well prepared Presentation clear and understandable Demonstrates a basic understanding of the story 	<ul style="list-style-type: none"> Thoroughly prepared, story memorized and delivered without a script Excellent use of voice, pacing and emotion to pitch story Use of audio visual aids
Shot List (Text) & Storyboard (Graphic)	<ul style="list-style-type: none"> Absent or limited shot list No Storyboarding created or creation lacks effort No audio notations No scene descriptions 	<ul style="list-style-type: none"> Basic shot list Basic Storyboard used Use of audio elements sometimes indicated Scene descriptions were included 	<ul style="list-style-type: none"> Detailed Shot List Storyboard clearly describes each shot Audio and lighting ideas indicated and well thought out Innovative use of camera angles, lens choices and movement Scene descriptions clearly articulated
Production Planning	<ul style="list-style-type: none"> No Cast/Crew List No Scene breakdown No Schedule No ideas for Location No Equipment List 	<ul style="list-style-type: none"> Cast/Crew List partially complete Basic scene breakdowns Basic schedule Location considered Basic Equipment List 	<ul style="list-style-type: none"> Cast/Crew List complete Detailed Scene breakdown Detailed Schedule Detailed Location Plan Detailed Equipment List
Teamwork	<ul style="list-style-type: none"> One person did most or all the work 	<ul style="list-style-type: none"> Group members participated in their respective roles 	<ul style="list-style-type: none"> Group member contributed towards the project's success in their own roles and helped with others' role objectives

Production Rubric Rubric

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	1. Developing	2. Competent	3. Exemplary
Equipment	<ul style="list-style-type: none"> Failed to arrange for equipment in advance Did not handle equipment safely Equipment returned disorganized w/o battery power noted 	<ul style="list-style-type: none"> Pre-arranged for most of the equipment Equipment handled safely Equipment returned neatly organized but w/o battery power noted 	<ul style="list-style-type: none"> Pre-arranged for all of the equipment Equipment handled safely Equipment returned neatly organized with battery power noted
Location	<ul style="list-style-type: none"> Did not use locations other than classroom Did not phone ahead 	<ul style="list-style-type: none"> Utilized other location(s) Phoned ahead 	<ul style="list-style-type: none"> Creative use of locations Phoned ahead, arranged access, and sent thank you cards to location contacts
Organization	<ul style="list-style-type: none"> Not organized resulting in inability to record Lacked planning documents (Shot List, Script or Storyboard) 	<ul style="list-style-type: none"> Organized; able to record scenes Brought planning documents but missing other necessary items preventing filming objectives being fully realized 	<ul style="list-style-type: none"> Well organized All planning documents and props brought to shoot resulting in filming objectives being fully realized
Camera	<ul style="list-style-type: none"> Unable to operate camera Used only one type of shot camera did not move (no dolly, crane, or handled) 	<ul style="list-style-type: none"> Able to operate camera Used more than two types of shots One kind of camera movement utilized 	<ul style="list-style-type: none"> Demonstrated camera proficiency Used a variety of camera angles Explored a variety of camera movements
Properties (Props) Costumes, Sets etc	<ul style="list-style-type: none"> Minimally used Poorly planned Distracting & inappropriate elements 	<ul style="list-style-type: none"> Modestly used & integrated with basic proficiency Attention to quality 	<ul style="list-style-type: none"> Prearranged & complex Creatively used Substantial attention to dramatic Frimimpact in production
Lighting (Key, fill, Backlighting etc)	<ul style="list-style-type: none"> Often unable to see or read image clearly 	<ul style="list-style-type: none"> Able to consistently see images clearly Utilized basic supplemental lights and/or reflectors 	<ul style="list-style-type: none"> Innovative use of lighting results in clearly illuminated images; fill, backlighting and/or diffusion utilized via supplemental lights, reflectors and/or diffusers
Audio (Voice, Effects, Music, Ambient etc)	<ul style="list-style-type: none"> Flawed sound or unable to record sound Absent or deficient audio tracks present Mix inadequate 	<ul style="list-style-type: none"> Essential sound recorded & integrated effectively Audio quality was usually clear and nuanced Nat sound not recorded separately and/or failed to do site check for sound quality 	<ul style="list-style-type: none"> Demonstrates good audio recording skills for all sound sources Audio always clear Natural sound recorded separately and sound checked on site for quality control
Teamwork	<ul style="list-style-type: none"> One person did most or all of the work 	<ul style="list-style-type: none"> Group members participated by fulfilling their respective roles 	<ul style="list-style-type: none"> Group members contributed to project's success in their own roles and also helped others complete their role objectivesw

Post Production Rubric

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	1. Developing	2. Competent	3. Exemplary
Editing Organization	<ul style="list-style-type: none"> • No paper edit prepared • Did not arrange for time at editing station • Could not locate source tape 	<ul style="list-style-type: none"> • List of shots prepared • Booked time on editing station • Able to locate source tapes 	<ul style="list-style-type: none"> • Proper Edit Decision List prepared including In and Out points (Digital OK) • Booked time on editing station • Able to locate source tapes
Editing Video	<ul style="list-style-type: none"> • There was no consideration of pacing the editing to the subject, image or audio • None of the shots had been trimmed; they were left as they were shot • Did not use a variety of shots (wide, medium, close-ups) to describe a scene • Shots did not use appropriate cuts 	<ul style="list-style-type: none"> • There was some consideration of pacing the editing to the subject, images and audio • Most shots were trimmed • Most use of wide shots, medium shots and close-ups to describe a scene • Most shots used appropriate cuts and or transitions 	<ul style="list-style-type: none"> • Editing had good pace appropriate to the subject, the image and the audio throughout • All shots were trimmed; with clean In and Out points • All shots used appropriate cuts and or transitions • Good use of wide shots, medium shots and close-up shots to describe a scene
Editing Audio	<ul style="list-style-type: none"> • No audio editing • No use of music • No use of sound effects • No use of atmosphere (Not all movies demand music, sound effects or atmosphere, so this is included only if the project description requests it) 	<ul style="list-style-type: none"> • Audio editing • Use of music • Use of sound effects • Use of atmosphere (Not all movies demand music, sound effects or atmosphere, so this is included only if the project description requests it) 	<ul style="list-style-type: none"> • Good audio editing • Good use of music • Good use of sound effects • Good use of atmosphere (Not all movies demand music, sound effects or atmosphere, so this is included only if the project description requests it)
Editing Titles	<ul style="list-style-type: none"> • No titles were used 	<ul style="list-style-type: none"> • Titles were used 	<ul style="list-style-type: none"> • Creative use of titles
Teamwork	<ul style="list-style-type: none"> • One person did most or all of the editing 	<ul style="list-style-type: none"> • There was some collaboration 	<ul style="list-style-type: none"> • All members of the group were involved in the decisionmaking process and had a chance for hands-on editing

Scriptwriting Rubric

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Treatment:

- 0 1 2 3 Has the scriptwriter submitted a typewritten, appropriate Treatment of the proposed screenplay?
- 0 1 2 3 Does the Treatment begin with a short statement in capital letters which serves as the Hook?
- 0 1 2 3 Does the Treatment adequately introduce major characters, setting, and plot ?

Script formatting:

- 0 1 2 3 Does the script begin with a correctly formatted Cover Page?
- 0 1 2 3 Is Direction, including action, scene and character description, and atmosphere (mood) correctly emarginated flush left?
- 0 1 2 3 Is all the information in Direction in the present tense?
- 0 1 2 3 Are character names in all caps the first time they are mentioned in the Direction?
- 0 1 2 3 Is all Dialogue placed in the center third of the page, including the names of the characters speaking (in all caps), and any parenthetical comments concerning the language and its manner of delivery?
- 0 1 2 3 Is the right-hand third of the page reserved for Transitional Elements or Camera Directions, such as "Cut To:" and "Fade Out"?

Script Content:

- 0 1 2 3 Are the Elements of Dramatic Writing clearly evident, such as Exposition, Rising Action, Climax, and Resolution?
- 0 1 2 3 Does the script provide adequate Character Development? Are Character motivations clear?
- 0 1 2 3 Does the Plot present continuous and unified Action; are all the events of the Plot necessary for the integrity of the Story?

Shot List:

- 0 1 2 3 Is the Shot List numbered by shot, and organized according to Scene and Location?
- 0 1 2 3 Are Camera Instructions clear, using generally accepted abbreviations such as ECU, POV, and provide a short indication of the shot, such as "Red Riding Hood and The Wolf in conversation?"

Storyboard:

- 0 1 2 3 Does the Storyboard adequately demonstrate the Composition of each Frame?
- 0 1 2 3 Is the Storyboard directly linked by scene and number to the Script and the Shot List?