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| LRS FILM FESTIVAL SCORING RUBRIC | | | | | |
| **CRITERIA** | **SCORE** | | | | **COMMENTS** |
|  | **Needs Improvement** | **Average** | **Good** | **Excellent** |  |
| **Purpose of the video**   * Delivers a clear message * Video is compelling and causes an emotional response. * There is audience appeal. It is interesting and holds the viewers’ attention. |  |  |  |  |  |
| **Creativity**   * Shows originality and/or innovative thinking * Video conveys a unique message or a common message in a unique way |  |  |  |  |  |
| Camera Techniques and Scene Selection   * Varying shots (angles, pans and zooms) impact the look and feel of the video * Camera is focused and steady * Attention to the composition of shots (what is or is not seen in the frame * Attention to lighting (not too dark, not too bright) * Attention to props, backdrops, wardrobe and/or authentic settings |  |  |  |  |  |
| Audio/Sound   * Appropriate volume levels and balance of sound effects, voiceovers, music and/or ambient noise |  |  |  |  |  |
| Continuity, Editing and Technical Quality   * Audio and video transitions are effective and in-sync * Media objects such as text graphics add to overall visual impact. |  |  |  |  |  |