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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.
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| **Creativity*** Shows originality and/or innovative thinking
* Video conveys a unique message or a common message in a unique way
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| 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
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| Audio/Sound* Appropriate volume levels and balance of sound effects, voiceovers, music and/or ambient noise
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| 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.
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