

**Rubric - Community in Focus Short Film Contest 2019**

| <b>Category</b>  | <b>Weight</b> | <b>Needs Improvement (1-3 pt)</b>   | <b>Satisfactory (4-5) pt)</b>  | <b>Good (6-8 pts)</b>  | <b>Excellent (9-10 pts)</b>   |
|--|---------------|---|--|--|---|
| <b>Content/Thematic</b>  | 25%           | It is unclear what the short film is about and/or how it ties into the theme. | The purpose of the short film is somewhat apparent.                        | The short film tells a story. The theme is clear.                    | The short film strongly connects with the "community" theme. The short film makes a strong statement. The message is clear. |
| <b>Structure/Organization</b>                                  | 25%           | The short film lacks structure and/or organization.                           | The structure and/or organization of this short film is somewhat apparent. | The structure and/or organization of this short film is good.        | The structure and organization is strong.   |
| <b>Cinematography: lighting &amp; camera frames and angles</b> | 15%           | The short film lacks quality in all cinematography areas.                     | Lighting and camera frames and angles are fair.                            | Lighting and camera frames and angles are good.                      | Lighting and camera frames and angles are excellent. The short film has a professional quality.                             |
| <b>Post production: Sound design, editing</b>                  | 15%           | The short film lacks quality in all post production areas.                    | Post production elements are fair.   | Post production elements are good.                                   | Sound, design, and editing are excellent. The short film has a professional quality.  |
| <b>Originality/Creativity</b>                                  | 20%           | The short film shows a lack of creativity.                                    | The short film does not look very different from short films seen before.  | The short film does not look like others that have been seen before. | This short film shows strong originality & creativity.  |

