

California Student Media Festival Scoring Rubric 2019



All projects will be judged using the guidelines below.

IMPORTANT:

Curricular Entries: Must state the instructional objectives and/or standards addressed by the project.

Craft Entries: Must state the purpose and benefit to the school program and students.

Your entry will be judged by the objectives, standards and/or purpose you submit.

Score Levels	Media/Technical The project has good picture, audio, titles and effects.	Content The video has a logical storyline, or scenario, well developed characters and/or causes the audience to respond or consider a viewpoint as a result of the viewing the film .	Creative/Innovative The elements of the presentation that make it unique, original, and compelling.
5	There are few technical problems and none of a serious nature. Audio is clear, camera remains in focus when appropriate. Shots are selected carefully to enhance the story.	Meets all criteria above has a unique storyline or reflects broad, in-depth research and application of critical thinking skills (analysis, synthesis, evaluation); shows notable insight or understanding of the topic.	Students have used film equipment or editing software in creative and innovative ways that exploit the particular strengths of the chosen format or genre. The final product is unique, powerful, effective, and compels the audience's attention..
4	With minor exceptions, all elements contribute rather than detract from the film's overall effectiveness.	Meets much of the Content criteria above and has a good storyline or reflects basic research and application of critical thinking skills (analysis, synthesis, evaluation); shows basic understanding of the topic.	Video is balanced, attractive, and easy to follow. It uses original student work and/or blends existing media in a creative and interesting way.
3	There are some technical problems, but the viewer is able to follow the video with few difficulties.	Meets some of the Content criteria above has a minimal storyline or reflects minimal research and application of critical thinking skills (analysis, synthesis, evaluation); shows minimal understanding of the topic. Consistency errors or underdeveloped claims.	There is a focus that is maintained throughout the piece, but it may not be compelling, or may not present information in a way that consistently keeps an audience's attention.
2	Technical difficulties interfere with the viewer's ability to see, hear, or understand the content.	Meets little of the Content criteria above, has a weak storyline or reflects minimal research and application of critical thinking skills (analysis, synthesis, evaluation); shows poor understanding of the topic. Significant consistency errors or underdeveloped claims.	The project strays from focus. May contain creative aspects but those aspects lack cohesion in terms of the main goal of the film.
1	Technical issues make it impossible to fairly judge the entry.	Film seems haphazard, hurried or unfinished. There is a disjointed storyline lack of a theme or there are significant factual errors, misconceptions, or misunderstandings.	The project doesn't have focus.
	Technical Score: /5	Content Score: /5	Creative Score: /5
	Total Score: (15 possible)		