



CSMF Rubric - FILM & VIDEO

[Examples](#)

	Technical Expertise: Effective and Integrated use of camera work, lighting, audio clarity, and editing to support storytelling.	Content (Story/Concept): Clarity and impact of the story, including plot development, pacing, and emotional engagement. Strong projects tell a cohesive story that resonates with viewers.	Creative/Innovative: Originality in visual style, technique, and storytelling. Innovative projects show creative risk-taking in narrative, tone, and technical methods.	Media Literacy (Copyright & Fair Use): Ethical use of film tools, proper attribution, and awareness of the film's impact on audiences. Note: AI use is OK if cited. LINK TO CITATION TIPS
9-10	Masterful use of camera angles, lighting, audio, and editing. All technical elements contribute seamlessly to storytelling and emotional engagement.	A well-structured, emotionally impactful story. Character development and pacing are expertly handled, resulting in a compelling narrative. Non-fiction entries are thoroughly accurate and well researched.	Project shows highly creative and innovative, exploring unique genres or techniques. The project shows bold experimentation with film/video elements. The elements are all or mostly original student work.	Project shows excellent understanding of media ethics for video. Original student work is cited. Proper citation of all assets (e.g., people, sound, stock, models, technology tools such as AI) and process documentation are included.
7-8	Strong technical execution with minor issues. Lighting, audio, and camera work are used effectively but could be refined in certain areas.	A clear, engaging story with strong pacing. The narrative is well-developed but lacks the deep emotional or intellectual impact of the top-tier projects. Non-fiction entries are accurate and researched.	Project shows creative but within familiar genres or storytelling techniques. Media libraries or another non-original work is used effectively.	Project shows good media literacy. Basic analysis. Most assets (including technology tools such as AI) and processes are cited and documented.
5-6	Adequate technical skills, though there are noticeable flaws in audio, lighting, or camera work.	The story is present but may lack depth or emotional engagement. Characters and pacing feel conventional or underdeveloped. Non-fiction entries are generally accurate and somewhat researched.	Project shows some creativity, but overall follows conventional techniques without much originality or experimentation.	Project shows basic understanding of media literacy. Some missing or incomplete citations and processing documentation.
3-4	Significant technical issues (e.g., poor lighting, inconsistent audio) make the film difficult to follow or diminish its impact.	The story is unclear or underdeveloped. The pacing may be uneven, and character development is minimal, leading to a lack of engagement. Non-fiction entries contain some inaccuracies.	Project shows little to no creativity or experimentation. The project feels unoriginal or rushed, with few risks taken.	Project shows limited understanding of media literacy or ethical use. Few citations or other documentation present.
1-2	Major technical problems make the project difficult to watch (e.g., poor sound, bad framing, or lighting).	No clear story or emotional engagement. The project feels incomplete or without purpose. Non-fiction entries are inaccurate.	Project shows creativity or originality. The project feels like a direct imitation with no personal input or experimentation.	Project shows no understanding of media literacy or ethical practices. No citations or other documentation present.