Rubric: Film & Video for Grades 6–8

Technical Expertise: How effectively you use your media tools—camera, microphone, editing, or design. Clear sound, good lighting, smooth transitions, and strong visuals all show care and skill. Aim for work that feels intentional and polished, not rushed.

Story / Concept: The idea, topic, or message behind your project.
A strong story has focus, pacing, and structure—it guides your audience from start to finish.
Make sure your message or theme comes through clearly.

Creative / Innovative: Your unique approach, voice, and imagination.
Does your project feel fresh or personal? Did you take risks or try a new format? Creativity means thinking beyond the obvious to surprise and engage your audience.

Media Literacy: Understanding and practicing responsible media creation.
Always credit music, images, and collaborators.
Represent people and ideas fairly, and make sure what you share is accurate and respectful.

Level	Technical Expertise	Story / Concept	Creative / Innovative	Media Literacy
5	Strong visuals and audio; smooth, professional pacing and editing	Story is clear, purposeful, and emotionally or intellectually engaging	Distinct voice and creative risk-taking throughout	Full, accurate credits and ethical use of all media
4	Mostly clear visuals and sound; minor rough spots	Focused story with good pacing and structure	Shows thoughtful and original ideas	Most credits complete; shows awareness of fair use
3	Uneven camera or sound quality; editing sometimes rough	Story mostly clear but lacks flow or focus	Some creative touches but predictable overall	Some missing / unclear credits; limited reflection on ethics
2	Blurry or noisy; editing inconsistent or rushed	Story hard to follow or incomplete	Few creative ideas; relies on clichés	Credits incomplete or inaccurate; unclear media ownership
1	Very poor or missing visuals / sound; unfinished project	No clear story, message, or organization	No originality or personal effort shown	No credits; uses materials unfairly or without permission