

## Rubric: Film & Video for Grades 3–5

**Technical Expertise:** How well your project looks and sounds.

Think about: Is it easy to see and hear? Did you use your tools carefully?

Good work shows that you tried to make it clear, smooth, and easy to understand.

**Story / Concept:** What is your project about? Does it tell a story or share a clear idea?

Every project needs a beginning, middle, and end (or a clear topic).

Viewers should know what you're trying to say or show.

**Creative / Innovative:** How original or imaginative your work is.

Did you add your own ideas, humor, or surprises?

Try something new—your voice and style make it special!

**Media Literacy:** How respectfully and responsibly you use media.

Did you give credit for sounds, pictures, or ideas that aren't yours?

Being a good media creator means being honest and fair.

Level	Technical Expertise	Story / Concept	Creative / Innovative	Media Literacy
5	Clear images, steady shots, sound easy to hear	Tells a clear story with a beginning, middle, and end	Shows creativity or fun ideas	Gives credit for any music or footage used
4	Good effort, mostly clear pictures / sound	Story mostly clear	Some creative choices	Most credits correct, some minor parts missing
3	Hard to see or hear sometimes	Story is confusing in parts	Few creative ideas	Credits missing or unclear
2	Very hard to see / hear	No clear story or topic	Little creative effort shown	No credits given
1	Project unfinished or extremely hard to see / hear	No understandable story or idea	No evidence of creativity or effort	No credits; uses others' work without permission or fairness