

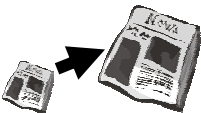





Digital MovieMaking Rubric

Student Name: _____

CATEGORY	4	3	2	1	Points Awarded
<p>WORDS: Capture the heart – the audience will care about the message of the movie and the movie will connect to the feelings and lives of people. Persuade thinking with evidence - Research supports the ideas presented in the movie.</p>					
	Words are chosen carefully to accurately focus on the purpose of the story. There is a clear beginning, middle and end to the story. The story was told in a creative way. (PSA, interview, diary, commercial, personification, etc)	Most words are chosen carefully to accurately focus on the purpose of the story.	There was an attempt to use words carefully to focus on the purpose of the story. All words do not provide clear communication with the audience.	It is difficult to figure out the purpose of the presentation. The audience is left wondering about the purpose of the movie.	
<p>IMAGES and MOTION: Engage the eyes – images in the movie are chosen with care and artistry to focus attention and ignite imagination. Persuade thinking with evidence – images support the ideas presented in the movie.</p>					
	Images are appropriate for the topic and create a distinct atmosphere or tone that matches story.	Images are appropriate for the topic and match most parts of the story.	An attempt was made to use images but it needed more work. Some Image choices are not appropriate	Little or no attempt to use images to enhance the story.	
	All Motion (pan, zoom-in, zoom-out, still) focuses the audience's attention. All Motion adds emphasis and feeling to the script.	Motion focuses the audience's attention in most of the movie.	An attempt was made to use motion to focus the audience's attention in the movie.	Very little Motion focuses the audience's attention. Motion is set at the default with no effort in controlling the motion.	
<p>SOUND – Narration and Music: Invite listening – the recorded narration and music encourage careful listening and add to the text of the script.</p>					
	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.	Occasionally speaks too fast or too slowly. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation) The narration does not engage the audience.	No attempt to match the pace of the storytelling to the story. Difficult to understand what is being said.	
	The music fits the story line and helps the audience really "get into" the story. The music does not distract from the movie	The music fits the story line and is relatively engaging for the audience.	The choice of the music does not fit the story line. It distracts from the story line instead. The music may be too loud.	No music was selected for the presentation	
<p>PACING: - Keep their attention – the length of the digital movie keeps the audiences attention and delivers the right amount of information. It's not too long and not too short.</p>					
	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long. Stays within a 2-5 minute time frame.	The story composition is typically good, though it seems to drag somewhat or need slightly more detail in one or two sections. Stays within a 2-5 minute time frame.	The story seems to need more editing. It is noticeably too long or too short. Additional information may need added or information may need to be cut. Stays within a 2-5 minute time frame.	The story needs extensive editing. It is too long or too short to be interesting. Less than 2 minutes or longer than 5 minutes.	

Comment(s): _____

Final Score: _____

This is a sample rubric that may be used with students. Educators have permission to modify it to suit their objectives and grading procedures in their classroom.