MOMENT IN TIME FINAL NARRATIVE RUBRIC

NAME OF FILM: ____________________________________________

PRODUCTION TEAM MEMBERS: ____________________________________________

________________________________________
________________________________________
________________________________________

Pace
5 = The narrative is dynamic and interesting. The audience will definitely recommend this film.
4 = Great job! The narrative is exciting. Many audience members will want to recommend this film.
3 = The narrative is too long. Further editing will improve the quality of this film.
2 = Will not hold the attention of the audience.
1 = A poor quality narrative overall with little pace and impact.

Audio
5 = All audio including dialogue voice-overs, musical score, and sound effects are at the correct level.
4 = The audio adds significantly to the film. Good use of sound effects and voice-overs.
3 = Most portions of the audio are at the correct volume. Includes background music.
2 = Significant problems with the audio distract from the overall impact of the film.
1 = The audio is unacceptable due to lack of effort or technical difficulties.

Lighting
5 = All scenes are properly lit with existing and artificial light.
4 = Most scenes are properly lit.
3 = Some scenes are improperly lit.
2 = Improper lighting distracts from the effectiveness and the enjoyment of the film. No evidence that lighting equipment was used to enhance this film.
1 = The video is unacceptable due to improper lighting.

Camera Work
5 = The film consists of a series or interesting shots.
4 = The film has many interesting shots. Use of tripod is evident. Innovative.
3 = The film has a few interesting shots. Good use of panning, dollies and angles.
2 = The camera work is uninteresting. No use of dolly, tripod etc. Little innovation.
1 = The camera work is of poor quality throughout.

Dolly Shot
5 = The dolly shot consists of a steady and fluid flow from Point A to Point B. At no point is the viewer reminded that he/she is watching a movie. The shot allows full immersion into the cinematic moment.
4 = The dolly shot consists of a steady flow, but the Dolly Grip may have 1 error in speed and/or shakiness.
3 = Average use of the dolly. May have 2-3 problems with maintaining a steady flow without shakiness.
2 = Serious problems with the dolly that are clearly noticeable to the viewer
1 = Unable to differentiate between a dolly and tracking shot. Dolly Grip is confused about the process at hand to the point they are unable to complete it on their own.

Tracking Shot
5 = The tracking shot consists of a steady and fluid flow from Point A to Point B. At no point is the viewer reminded that he/she is watching a movie. The shot allows full immersion into the cinematic moment.
4 = The tracking shot consists of a steady flow, but the Dolly Grip may have 1 error in speed and/or shakiness.
3 = Average use of the dolly. May have 2-3 problems with maintaining a steady flow without shakiness.
2 = Serious problems with the dolly that are clearly noticeable to the viewer
1 = Unable to differentiate between a dolly and tracking shot. Dolly Grip is confused about the process at hand to the point they are unable to complete it on their own.

Length
5 = 2:00-3:00 in length
4 = 15 seconds too long or too short.
3 = 30 seconds too long or too short.
2 = More than 3:30- too much footage.
1 = Less than 1:30 minutes. Not enough length.

Story
5 = An innovative and compelling story that has a significant impact on the audience.
4 = An interesting story that impacts on the audience at times. Fans will want to see this one for sure!
3 = The story has potential but needs further development. Good character development and conflict.
2 = A predictable story that is lacking in interest and impact. Has both a release date and a studio name.
1 = The story will likely fail to capture the interest of the audience. No studio is mentioned in the trailer. There is little character development and the story is far too short.

Details
5 = Includes actor's names, production team names and jobs and the text and titling utilized reinforces the tone of the film.
4 = Missing one of actor's names, or production team name and the text may leave questions as to whether or not it reinforces the film.
3 = Titles and credits appear hastily thrown together. Includes at least one spelling error.
2 = No names or titles
0 = Script and shot list not turned in for credit

Script and Shot List
5 = Script is written in proper industry-standard format with no errors. Shot List is complete and free of errors.
3 = Script and shot list are in proper format but may have 1-2 minor errors that were not corrected during rough draft readings with the instructor.
0 = Script and/or shot list not turned in for credit

FINAL SCORE: _______  x 2 = _______