

San Francisco International Ocean Film Festival

6th Annual Student Film Competition Scoring Rubric

- Film must be 5 minutes or less including credits
- All audio/film/graphic content must be original, copyright free or have written permission, and be properly documented
- All of the production must be student work (capture, edit, produce)
- Adult participation (teachers, parents, etc.) should be limited to coaching or acting in the film

	Points Awarded			
	4	3	2	1
Content				
Storytelling	Conveys idea (s) or story to the audience in an effective way. The film is compelling and the purpose of the project is clearly accomplished.	Conveys idea(s) or story to the audience in an effective way. The film accomplishes the purpose of the project.	Does not convey ideas or story to the audience in an effective way. The purpose of the film is suggested, but it is unclear.	Lack of idea(s) or storyline. The purpose of the film has not been identified the film does not match the purpose.
Artistic & Visual Appeal	Excellent composition. Uses effective shots. Cinematography conveys messages about characters and storyline.	Good composition. Uses some effective shots. Cinematography conveys some messages about the characters and storyline.	Minimally acceptable composition. Shots are not very effective. Cinematography does not contribute to character development or storyline.	Poor composition. Weak, repetitive or poor shots. Cinematography contains no messages about characters or storyline.
Continuity	Scenes flow smoothly from one to the next and match the “mood” of the storyline. There are no lapses in continuity.	Scenes decently flow from one to the next and somewhat match the “mood” of the storyline. There are minor/small lapses in continuity.	Scenes flow poorly from one to the next and do not really match the “mood” of the storyline. There are many lapses in the continuity.	Scenes flow weakly from one to the next and do not match the “mood” of the storyline at all. The film is disjointed in significant ways.
Originality	Film shows considerable originality. The content and ideas are presented in a unique and interesting way.	Film shows some originality. The content and ideas are presented in an interesting way.	Film shows an attempt at originality in part of the presentation.	Film is a rehash of other people's ideas and/or images and shows very little attempt at original thought.
Creativity	Film shows evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows some evidence of imagination and creativity. There is thoughtfulness to the style and mood that suits the film.	Film shows little evidence of imagination and creativity. There is minimal thoughtfulness to the style and mood that suits the film.	Film shows no evidence of imagination and creativity. There is no thoughtfulness to the style and mood that suits the film.

Technical				
Editing	Excellent use of transitions and effects; very smooth blend between scenes; invisible edits. Transitions between scenes are thoughtfully executed.	Good use of transitions and effects; smooth blend between scenes; edits are unobtrusive. Most transitions between scenes are thoughtfully executed.	Poor use of transitions and effects; inappropriate blend between scenes; edits are disruptive.	Little to no use of transitions and effects; distracting edits between scenes.
Audio/Sound Editing	Audio is balanced between dialogue, music and voice over. Audio is clear throughout the film.	Audio is usually balanced between dialogue, music and voice over. Audio is clear throughout the film.	Audio is somewhat balanced between dialogue, music and voice over. Audio is clear throughout the film.	Audio is unbalanced between dialogue, music and voice over. Audio is inaudible in significant portions of the film.
Film Focus & Lighting	All shots are appropriately focused for the intent of the film. Camera movements are smooth and at appropriate speed. All shots have appropriate lighting.	Most shots are appropriately focused for the intent of the film. Camera movements are smooth and/or at appropriate speed. Most shots have appropriate lighting.	Many shots are not appropriately focused. Motion shots are fairly steady. Some shots have inadequate light.	Few shots are appropriately focused and are not shot with intent. The camera is not held steady. Many shots have inadequate light.