

iMovie Rubric (15% of total grade)

Criteria	Points 0	Points 2	Points 4	Points Earned
Planning and Production	Student did not plan the movie in advance. A storyboard was not complete or not turned in. There is a mismatch between the storyboard and the film. Project directions were not followed. Final movie is under 10 minutes or over 17 minutes.	Student planned movie in advance using a storyboard that was completed and turned in on time. There is some mismatch between the film and the storyboard. Project directions were not followed. Final movies is either under 11 minutes or over 16 minutes.	Student planned movie in advance using a storyboard that was completed and turned in on time. Filming matches storyboard and the project plan was followed. Movie is compressed to a Quicktime CD quality, burned on a CD, and turned in on time. Final movie is 12-15 minutes long.	
Sound/ Dialogue	Sound quality is poor, inappropriate or confusing. Movie contains background noise.	Some additional sound was needed to make point. Quality and use could be improved. Sound appeared and ended abruptly.	Excellent use of narration and sound. Editing is crisp. No unnecessary sound. No sound distracts from the purpose of the film.	
Music	Either no music was used or music that was used that was inappropriate or did not fit the clips it was used for. No credit was given	Music was used, could be a little off but was music that fit the clips. Appropriate credit given.	Music was planned that fit the clips and the mood of the clips. Appropriate credit given.	
Flow	Movie was nothing more than a series of clips joined together. Could have been created by turning the camera off and on.	Editing was not done as well as it should have been. With a bit more editing and better clips selection, use of transition, etc. movie would be excellent.	Movie moves nicely, theme is easily identified, audience displayed appreciation for the production.	
Transitions, titles, effects	Not evident or minimal use or several present but poorly used.	Many transitions titles, and effects were used. Most were correct and effective.	Many transitions, etc. were used and they worked well and were effective.	

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Movie Quality	Movie was made but was simply a question/answer session that did not capture the essence of the experience of the person being interviewed. The questions asked do not promote conversation or do not focus the subject on exploring their experience in depth. Does not engage the audience. Props are not used to exemplify points.	Movie was made and reveals the experience of the person being interviewed at a minimal level. The focus of the questions is on exploring the experience, but probing techniques are not used to further reveal critical components of the experience lived by the person being interviewed. The film is engaging, but some clips are overly long or too short. Props are used to exemplify points.	Movie was completed and the engaged audience, and was original, creative, and unique. Questions are used to promote focused deep conversation and to explore and reveal critical components of the experience lived by person being interviewed. Probing techniques are used to explore the topic. Props are used appropriately to exemplify or reveal and add to the quality of the movie.	
Camera Use	Camera work is poor as there is too much or no zooming, panning. The movie is shaky. Film making techniques such as establishing shots, medium shots, close ups are not used. Shots are poorly framed. The lighting is either too dim or too bright.	Camera work is fair. Zooming and panning are used appropriately and film is not shaky. Film making techniques such as establishing shots, medium shots, close ups are not used. Either the shots are poorly framed or the lightening is poor.	Camera work is excellent. An establishing shot is used to set the scene, medium shots are used to reveal action, the subject of the movie, or to show gestures/expression. Close ups introduce players or reveal expressions. Shots are well framed. Zooming and panning are used appropriately. Lighting is good.	

Total points: _____ Grade: _____

Comments: