

Task 1--Pre-Production (10 Percent)

Skill	Exceeds	Meets	Approaching	Below
Story: The story shows the character's normal life, an imbalance that upsets her life, her struggle to regain balance, an ending with her life changed, and the spread of climactic events. There are gradually intensifying alternations of conflict values within the struggle.	4	3	2	1
Economy: Nothing is added to the story that doesn't move the plot forward.	4	3	2	1
Shot Composition: Shot list indicates clearly the on screen action while using industry standard vocabulary to describe the frame size and camera movement.	4	3	2	1

Task 2--Production (25 Percent)

Skill	Exceeds	Meets	Approaching	Below
Video Technicalities: Shots are focused, white balanced, attractively exposed, and steady. Camera moves are smooth and exhibit no hose panning or optical zooms.	4	3	2	1
Shot Composition: There are a variety of shot angles and sizes. Shots recognize these rules (when appropriate): rule of thirds, head room, look room, lead room and break-frame.	4	3	2	1
Sequencing: Sequences recognize these rules (when appropriate): 180 degree rule and the 30 degree rule. There is continuity in content, movement, look, and position.	4	3	2	1

Task 3--Post-Production (25 Percent)

Skill	Exceeds	Meets	Approaching	Below
Purpose: Editing shows a logical and motivated progression from shot to shot that moves the message. There are no unintentional flash frames.	4	3	2	1
Cut Style: J-cuts, L-cuts, straight cuts, and crosscuts occur at moments that are interesting and right to enhance the emotion, story, and rhythm of the video.	4	3	2	1

Task 4--Reflection (40 Percent)

The reflection reveals an accurate understanding of your performance on this project. The reflection is a focused, long, formal paragraph with a topic sentence, context, specific evidences, warrants, and a conclusion. The paragraph uses industry standard vocabulary.

Proficient**Developing****Needs Remediation**