Music Video Rubric

Names: _____, _____, _____, _____
Director | Cinematographer | Production Assistant | Editor

VIDEO DIRECTION: 25 POINTS	Not Evidenced	Needs Improvement	Developing		Proficient	RESPONSIBLE
Scope of Production: The music video's scope isn't grander than its budgetary and locational constraints.	0	3.5	4	4.5	5	D
Story Structure: The story fits the Pixar structure. The audience sees the character's life as normal, her life becoming unbalanced, her trial to restore her balance, and her life changed for the worse or better. The climax occurs in a way you've promised, but not in the way the audience expects.	0	6.5	7.5	8.5	10	D
Synch: Lyrics match the on-screen character's mouth movements.	0	3.5	4	4.5	5	D & E
Structure: At least 68 clips are seen in the video. No clips are recycled. Every clip adds to the message.	0	3.5	4	4.5	5	ALL

TECHNICAL CRAFT: 35 POINTS	Not Evidenced	Needs Improvement	Developing		Proficient	RESPONSIBLE
Framing & Composition: Headroom, look-room, and lead-room fit the narrative moment. The view of the subject(s) in respect to their background, and vice-versa, compliment the narrative purpose.	0	3.5	4	4.5	5	C & P
Camera Control: Shots are focused, white balanced, properly exposed, and when narratively appropriate, steady and smooth when panned, tilted, or zoomed.	0	3.5	4	4.5	5	C & P
Coverage: An LS, MS, and CU cover each camera setup*. *This will be scored on the day that footage is uploaded to the editor.	0	6.5	7.5	8.5	10	C & P
Emotional and Narrative Value: Every cut is true to the emotional moment and advances the story.	0	6.5	7.5	8.5	10	E
Pacing: The length of each cut fits the weight of the moment in the narrative. Each cut occurs at a moment that is rhythmically interesting and "right".	0	3.5	4	4.5	5	E

FINAL TREATMENT: 10 POINTS	Not Evidenced	Needs Improvement	Developing		Proficient	
Color Grading: The colorization represents the scene's mood, the protagonist's state of mind, or juxtaposes one or the other (a bright colorization for a dark story) to amplify the story's meaning.	0	6.5	7.5	8.5	10	ALL

TOTAL: 35 POINTS									
	DIRECTOR POINTS:	/35	x	3	=	/ 105	=	%	= _____
	CINEMATOGRAPHER & PRODUCTION ASSISTANT POINTS:	/35	x	3	=	/ 105	=	%	= _____
	EDITOR POINTS:	/35	x	3	=	/ 105	=	%	= _____
						fraction of total points possible		percentage	letter grade