

DIGIMEDIA 2011 RUBRIC

PrePlanning (10 possible points)

| | Points: 0 | Points: 5 | Points: 10 | Points |
|-------------------|---------------|--|---|--------|
| STORYBOARD | No Storyboard | Storyboard exhibits some work and planning | Storyboard exhibits detailed thought and planning | |

Critical Thinking (20 possible points)

| | Points |
|---|---------|
| <i>Statement of Purpose and/or Theme on a PSA, Documentary, Research Topic, Creative Narrative, or TR</i> | 0-5 pts |
| <i>What is unique or original about your entry? (e.g., research, lyrics, unusual tech approaches, etc.)</i> | 0-5 pts |
| <i>What steps did you take to impact learning or to evoke an emotion or action from the viewer?</i> | 0-5 pts |
| <i>What impact did creating this entry have on you? (And/or what did you learn by participating?)</i> | 0-5 pts |

DigiMedia Elements (70 possible points)

| CONTENT: ORIGINALITY, QUALITY, and IMPACT (40 points) | | | | |
|---|--|--|---|--------|
| | Points: 0 - 3 | Points: 4 - 7 | Points: 8 - 10 | Points |
| Original Concept of the Presentation | Concept/Content is trite (cliched or unoriginal) in presenting the theme/purpose and builds no real interest in the theme/purpose/outcome | Concept/Content within the presentation is original but without enough depth to build real interest in the theme/purpose/outcome | Concept/Content within the presentation is original and insightful in presenting the theme/purpose and compels the viewer's interest in the theme/purpose/outcome | |
| Original Music, Lyrics, Scripting, etc., OR Creative Commons Usage. (NO FAIR USE applications allowed) | Uses copyrighted work without permission, and/or Uses Fair Use Rules instead of Creative Commons or free use resource, OR does not provide credits/citation No Points (DISQUALIFY) | Does not rely on Fair Use Rules but attribution of original is unclear making it difficult for judges to know; therefore points can only range from 4 - 7 based on how much background research is needed. If work is found to be copyrighted without permission and/or proper citation, NO Points (Disqualify) | All creative elements are cited or credited properly. All creative elements are either original or from a Creative Commons resource. Participants did not use Fair Use rules. | |

| CONTENT: ORIGINALITY, QUALITY, and IMPACT (40 points continued) | | | | |
|--|---|---|--|---------------|
| | Points: 0 - 3 | Points: 4 - 7 | Points: 8 - 10 | Points |
| Quality of the Content | Poor framing and communication of the topic through shot selection/composition, acting, script/dialogue, sequence/pace, and transition effects. Content doesn't enhance the purpose/theme or represent the outcome in the Critical Thinking Summary | Average framing and communication of the topic through shot selection/composition, acting, script/dialogue, sequence/pace, and transition effects. Content developed adequately and supports the theme/purpose/outcome | Excellent framing and communication of the message through shot selection/composition, acting, script/dialogue, sequence/pace, and transition effects. Content elicits excellent understanding of the theme/purpose/outcome. Content as a whole is thought provoking and clear | |
| Completed Content = Impact | The content within the final product does little to engage the viewer and/or to reflect or take action | The completed content engages the reader but does not compel the viewer to reflect and/or take action | The completed content is exceptional and engages/compels the viewer to reflect and/or take action | |
| TECHNICAL QUALITY (20 points) | | | | |
| Technical Video Quality | Very little video editing evident; any special effects are crude or poorly executed; illumination and light quality poor or doesn't fit the mood/purpose; motion/movement is not precise or doesn't fit the mood/purpose; little effort in keeping the viewer's interest through interesting angles and video shots | Some evidence of video editing; any special effects are adequately executed and fit the mood/purpose; lighting is average; motion/movement is average; some effort in keeping the viewer's interest by utilizing interesting angles and video shots that help emphasize the theme/purpose | Excellent video editing; any special effects are executed to enhance the mood/purpose; lighting, motion, movement is well planned and well executed; effective utilization of a range of interesting angles and video shots to best illustrate the theme/purpose: e.g., angle (up, down, right, left), type (wide, medium, close-up), headroom/noseroom, rule of thirds, point of view | |
| Technical Audio Quality | Audio editing, enhancements, and/or effects are nonexistent or minimal; OR there is an excessive use of audio effects which detracts from the purpose; and/or poor sound quality (distortion, unwanted noise, not natural sounding) | Audio editing, enhancements, and/or effects work well and contribute meaning to the purpose; Audio quality is adequate but could use some editing for background noise, etc | Audio editing, enhancements, and effects are purposefully planned which adds impact to the message; Audio quality is excellent | |
| COPYRIGHT and INTELLECTUAL HONESTY (10 points) | | | | |
| Credits, Citation, Permission, References | No credits/citation and/or plagiarism is present. No points (DISQUALIFY) | Citations are given but it is unclear where credit belongs or if it is a copyright or free use source - Judges will need to verify source. If found to be copyright and/or not a free use source the entry will be DISQUALIFIED | Citations are in a proper format. Credits are given for all participating in the video AND for any Creative Commons or free use source. Permissions are available if needed/applicable. | |
| TOTAL POINTS (100) | | | | |