2019 Film Fest Scoring Rubric Form

1. **School Name**

   _____

2. **Consultant Scoring Name**

   _____

3. **Positive language throughout video**
   Mark only one oval.

	0	1	2	
very few expectations and rules are stated positively	◯	◯	◯	all expectations and rules are stated positively

4. **Teach school rules and expectations in the context of specific locations in the school**
   Mark only one oval.

	0	1	2	
video is not filmed in the locations where the rules and expectations apply	◯	◯	◯	video is filmed in the locations where the rules and expectations apply

5. **Students only model positive examples; adults model any non-examples**
   Mark only one oval.

	0	1	2	
students model a majority of the non-examples	◯	◯	◯	students model only positive examples; adults model non-examples

6. **Logical storyline with one specific/focus behavior**
   Mark only one oval.

	0	1	2	
a storyline is not evident	◯	◯	◯	video follows a logical storyline from beginning to end

7. **Appeals to adults and students**
Mark only one oval.

	0	1	2	
video lacks appeals to students and adults	◯	◯	◯	video is appealing to student and adult stakeholders

8. **Video is respectfully humorous and humor is appropriately used**
Mark only one oval.

	0	1	2	
humor is offensive and inappropriate throughout	◯	◯	◯	video is respectfully humorous and humor is appropriately used

9. **Video has professional look - titles, transitions, graphics, special effects**
Mark only one oval.

	0	1	2	
titles, transitions, graphics and special effects detract the viewer	◯	◯	◯	titles, transitions, graphics and special effects enhance the quality of the video

10. **Video is in focus and steady**
Mark only one oval.

	0	1	2	
video is unfocused and/or unsteady	◯	◯	◯	video is in focus, steady, and easy to watch

11. **Music enhances the message of the video**
Mark only one oval.

	0	1	2	
music is inappropriate and/or distracts the viewer	◯	◯	◯	music is appropriate and enhances the quality and purpose of the video

12. **Audio is easy to hear and understand**
Mark only one oval.

	0	1	2	
audio is difficult to understand and distracts the viewer	◯	◯	◯	audio is easy to hear and understand and enhances the quality of the video

13. **Notes:**

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