

AEVE I & II - Final Project Rubric (2024)

Score →	1	2	3	4	Points
Script/S.B. Reflects	Final project has no resemblance of the script/storyboard.	Final project has minimal resemblance of the script/storyboard.	Final project resembles script/storyboard with some missing attributes.	Final project accurately resembles script/storyboard.	4
Length 120-180s*	≥45s / 110s	≥75s / 140s	≥105s / 170s	≥135s / 200s	4
School Appropriate*	Project does not follow guidelines and is not appropriate public viewing.	Project slightly follows guidelines and/or is focused on older ages.	Project mostly follows school guidelines and is appropriate for most ages.	Project follows school guidelines and is appropriate for all ages.	4
Live Footage	Project contains very little footage and is mostly photos / 2nd party media.	Project is roughly half footage and half photos / 2nd party media.	Majority of project is original footage with minimal photos / 2nd party media.	Entire project is original live footage.	4
Audio Balance	Audio is too soft/loud, muddy, and unbalanced throughout.	Audio tends to be too soft/loud, muddy, and mostly unbalanced.	Audio (most layers) is clear, and balanced with minimal problems.	Audio (all layers) is clear, crisp, and well balanced.	4
Title/Credit Sequences	Sequences show no/minimal effort with text that is difficult to read.	Sequences are stock with text that is difficult to read.	Sequences are stock with easy-to-read font, colors, and/or animation.	Sequences are custom with easy-to-read font, colors, and/or animation.	4
Story Progression	Story/meaning can not be identified.	Story/meaning is hard to identify and follow and causes confusion.	Story/meaning can be identified and followed with slight confusion.	Story/meaning is easy to identify and enhances the viewing.	4
Transitions	Transitions are overwhelming and causes distraction.	Transitions are slightly distracting.	Transitions assist project with minimal distraction.	Transitions enhance project without distraction.	4
Captions	Captions not created and no (.SRT/.iTT) file exported and shared.	Captions were poorly created but caption (.SRT/.iTT) file not exported and shared.	Captions were adequately created and (.SRT/.iTT) file exported shared.	Captions properly created and (.SRT/.iTT) file exported shared.	4
Full Screen**	Project shows no/little effort to fill screen for the duration of the video.	Project minimally fills screen for the duration of the video.	Most of the project fills screen for the duration of the video.	Entire project fills screen for the duration of the video.	4
Visual Relates to Audio	Audio provides no relation to visual aspect and causes major distraction.	Audio distracts from visual aspect and causes minor distraction.	Audio compliments visual aspect with slight distraction.	Audio compliments visual aspect with enhancement and without distraction.	4
Advanced Editing	Production shows no advanced editing techniques.	Production shows few advanced editing techniques that may distract viewers.	Production shows some advanced editing techniques.	Production shows many advanced editing techniques that enhances project.	4
Productivity°	Used time poorly (as observed by teacher and/or documentation of progress) in spite of several reminders.	Used time somewhat well (as observed by teacher and/or documentation of progress), with multiple reminders.	Used time well (as observed by teacher, and documentation of progress) with minimal reminders.	Used time effectively (as observed by teacher, and documentation of progress) with no reminders.	4
Entertaining°° (Bonus pts)	Production does not hold viewers attention and provides no enjoyment.	Production does not hold viewers attention and provides little enjoyment.	Production loosely holds viewers attention and provides some enjoyment.	Production holds viewers attention provides complete enjoyment.	4
Exceptions (*) & Explanations (°)	*Prior instructor approval w/ agreement/understanding of posting restrictions. **Acceptable for creative purposes in sequences that help with the storytelling. °Based on instructors observations and classroom interactions. °°Based on reaction of audience members, per instructors observations.			Total Score (sum)	56.0
				52 points total with possible 4 pt bonus equally maximum score of 56 points. Score averaged by 13 to reveal final grade. Total Score (avg) 3.7-4.3 = A 3.4-3.6 = A- 2.8-3.3 = B+ 2.2-2.7 = B 1.6-2.1 = C 1.0-1.5 = D 0.0-0.9 = E	4.3