

Documentary				
	Beginning 0-3	Developing 4-5	Accomplished 6-7	Distinguished 8-10
Lighting- Are appropriate lighting techniques used?	Lighting techniques are inadequate; scenes are dark and hard to see.	Lighting techniques and scenes are adequate; Needs improvement.	Lighting techniques are proficient, and most scenes are easy to see.	Lighting techniques are exceptional; scenes are clear and easy to read.
Structure/ Main Idea	No attempt at an organizing structure is in place. Does not have a main idea.	Narrative is disorganized. Has a weak or unclear main idea.	Narrative has an organizing structure but needs some improvement. Has a main idea, but some information doesn't fit.	Narrative has a clear organizing structure and flows logically. Says with one clear idea.
Camera Work- Are appropriate camera techniques being used (Pan, zoom, close-ups, etc.)?	Many shots are unfocused and poorly framed. The camera is not held steady and excessive panning and zooming distracts the viewer. No close-ups are used. Shots are long with no cutaways. Continuity is not taken into consideration and severely affects the project	Shot composition is straight forward, but not dynamic. Continuity is slightly flawed.	Camera technique is straight forward and clean. Project contains multiple angles that are well planned out. Moving camera techniques are used appropriately. Continuity has been taken into consideration and project has minimal continuity issues.	Creative thought processes are evident through unique camera techniques that emphasize the mood of the project. All shots are well framed. Creative camera techniques are intentional, thought out and do not detract or distract from the focus of the project. Multiple angles are used but do not distract. Continuity of shots seems perfect.
Audio/SFX	Audio is not used. - OR- Audio does not assist in communicating the main idea.	The audio is clear, but only partially assists in communicating the main idea. Movie includes a single audio track.	The audio is clear and effectively assists in communicating the main idea.	The audio is clear and effectively assists in communicating the main idea. Multiple audio tracks are used. kept in balance and does not overpower the primary audio.

<p>Editing- Does the commercial show flow and continuity, free of blank or missing frames?</p>	<p>Movie is edited with low quality shots. Footage content is not thought out and contains obvious flaws. Scenes do not flow and/or out of order and do not make sense. Transitions are used incorrectly and detract from the flow. Editing contains flaws (audio out of sync, one frame black flashes, and bad cuts; too soon too late.)</p>	<p>Movie is edited with only medium quality shots. Footage content contains flaws, (jump cuts, confusing angles, shots are too long with no cutaways, and shots are too short). Transitions are inconsistent and interfere with the flow of the film.</p>	<p>The movie is edited with a varying of different quality shots. Footage content is thought out, scene pacing is good but not dynamic. Transitions are thought out but inconsistent in some areas.</p>	<p>The movie is edited with only high quality shots. Footage content is thoroughly thought out, clips are well paced and transitions are appropriate and enhance the flow of the film.</p>
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