

Video Essay Judging Rubric

Criteria	4	3	2	1
Creativity	Provides unique and interesting approach to subject in the videography, writing and story message.	Some unique aspects evident which add to story message.	Interesting elements support the story message, but are not unique.	Little evidence of unique or interesting elements that connect to the story.
Storytelling	All story elements relate compelling story (setting, character, plot, exposition, conflict, climax, resolution)	Most of the story elements evident which still provide a compelling story.	While some elements of story evident, they do not support a compelling story.	Few elements present which do not support a coherent, compelling story.
Writing	Proper structure, grammar, punctuation used to not only link images and story, but also enhance overall message.	Technically well written with some interest to support the story.	Writing has technical problems, but overall message is supported.	Multiple technical problems with narrative which detracts from overall story and message.
Videography	All elements (lighting, angles, composition, cropping, sound, titles and transitions) support and enhance story.	Video elements are general clean and support story.	Issues with video elements distract or do not fully support or enhance the story.	Technical issues with video/sound production detract from story. HOME MOVIE.

Judging Criteria

Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought. Compelling essay evokes laughter, sadness, anger, pride, wonder or another intense emotion. The use and control of light to create dimension, shape and roundness in an image or the way the creator uses words to express thoughts and emotions can be considered.

Storytelling refers to the essay's ability to evoke imagination, create a feeling, tell a story, or visually illustrate an idea. Media helps tell the story and capture the moment. Images, sound and motion all work to better illustrate the story and keep the viewer's interest. Does the story have a conflict, a climax, and an end?

Writing should be creative using proper technique and mechanics. The writing should evoke the emotion and wonder of the reader leaving them to want more by the time they reach the end. On camera subjects are presented in manner consistent and supportive of the story. Narrative integrates with on camera interviews and images.

Videography includes impact, creativity, technical excellence, composition, lighting, style, color and story telling. The images, sound and content should provide variety, interesting angles, imagination, and properly convey the story being told. Media enhances story.