

Women's History Month Film Festival 2015
Cell Phone Cinema Video Contest – *Imaging Women...Resilience*

Scoring Rubric

This rubric is to be used to judge Cell Phone Cinema Contest entries. The subject matter of each entry should relate to *Imaging Women...Respect*, the required theme of the contest, and should examine global health and justice issues facing women such as the eradication of gender based violence against women, equal opportunities for employment, adequate pre-natal care, etc. As stated in contest rule 5, entries may use narrative techniques or style including documentary, fiction, or live action.

Possible points	[1-5]	[6-10]	[11-15]	[16-20]	Score
Creativity (Conceptual)	Mundane and predictable plot developed in everyday manner.	Concepts and themes developed in traditional ways with little, if any, non-predictable elements.	Concept and themes developed in unique ways, with some evidence of imagination.	Video is conceptually unique, incorporating novel ideas. Displays inventiveness, often with unexpected twists or surprises. Unique personality of filmmaker is highly reflected.	
Originality (Implementation)	Video is a minimal collection or rehash of other people's ideas, products, and images. There is no evidence of new thought.	Video is a cliché, being both traditional and predictable. Video mostly mimics ideas borrowed from others, and reflects minimal original thought.	Video shows evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, and inventive.	Innovative design, use of materials and ideas in an unexpected way. Originality of thought and action are evident. Brings something new into existence. Goes beyond the required elements.	
Effectiveness	The video did an ineffective job of relaying the required theme. Story line was obscured.	Video was partially effective in relaying the required theme of. However, storyline lacked clarity and logic.	The video effectively portrays the required theme. Viewers are engaged, and are able to follow the storyline through to a logical conclusion.	Video is highly effective in portraying the required theme. Viewers are highly engaged and understand the message at the video's conclusion.	
Production Quality	There are many technical problems in viewing the project. No transitions between clips, with raw clips running back to back in the video. Audio and video are not synchronized. Little to no costumes, poor setting choices, and poor cinematography mar the video.	There are many technical problems when viewing the project. Several poor shots. Transitions from shot to shot are choppy and the transitions are not always used appropriately. There are many unnatural breaks and early cuts. Audio and video are poorly synchronized. Limited costumes and setting choices, and poor cinematography are apparent.	Shots are basically well done. Audio and video are well synchronized with few, if any errors. Transitions are used with minimal problems. Good use of settings, costumes and cinematography. Good pacing of the film.	Video moves smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea, and smooth the flow from one scene to the next. Shots and scenes flow seamlessly. Digital effects are used appropriately for emphasis. Audio and video are flawless. Excellent use of costumes, setting and cinematography. Excellent pacing.	
			Total Possible Rubric Score = 80	Total Score:	