

## Producing and Evaluating a Creative Motion-Based Presentation Using Design Principle and Elements

**Activity 2: Evaluating a Motion-Based Presentation****Motion-Based Presentation Rubric**

Judging Criteria	Extraordinary 20-15 pts	Satisfactory 14-10 pts	Needs Improvement 9-5 pts	Score
<b>Content</b>	The story or message is organized and complete. It is interesting and engaging, as well as informative. It communicates the purpose well with astounding originality and creativity.	The story or message has a clear purpose and is interesting but the presentation was a little unclear. It has moderate originality and creativity.	The story or message is not very interesting and the presentation was unclear and disorganized. It has little originality and creativity.	
<b>Cinematography</b>	All shots are clearly focused & well framed using the Rule of Thirds. The video is steady. Video shows evidence of excellent selection of various camera shots that tell a story	Most of the shots are clearly focused & well framed using the Rule of Thirds. The video is mostly steady. Video shows evidence of fair selection of various camera shots that tell a story.	Most of the shots are not clearly focused & well framed using the Rule of Thirds. The video rocks &/or shakes. The video does not show much evidence of various camera shots that tell a story.	
<b>Video Editing &amp; Continuity</b>	Shots & scenes flow seamlessly. Excellent pacing & timing. Transitions are used solely to aid in communicating the main idea & smooth the flow from one scene to the next. Visual effects are used wisely for emphasis.	Video moves fairly smoothly from shot to shot. Good pacing & timing. Transitions are used, and fairly aid in communicating the main idea & as well as flow from one scene to the next. Good pacing and timing.	Transitions from shot to shot are choppy, and the types of transitions selected are not always appropriate for the scene. The edit lacks good pacing & timing. There are many unnatural breaks &/or early cuts. Visual effects are overdone & distract from content.	
<b>Audio Editing</b>	The audio is clear & effectively assists in communicating the main idea. The dialogue enhances the story with editing to show continuity. Background audio is kept in balance & does not overpower the main audio. The audio editing enhances the storytelling and adds value & atmosphere to the film.	The audio is clear, but only partially assists in communicating the story being told. The dialogue is clear & the audio editing enhances understanding.	The audio is inconsistent in clarity at times & doesn't communicate the main idea. The background audio overpowers the primary audio. The dialogue is audible, but the viewer has to strain to hear. The overall sound mixing does not enhance the understanding of the film.	
<b>Sound Design</b>	The story or message is organized and complete. It communicates the purpose well.	The sound design stirs an emotional response that somewhat enhances the storytelling. It adds good value & atmosphere to the story.	The sound design does not stir an emotional response. It detracts from the storytelling, & does not add value & atmosphere to the story.	

Source: Ipadpalooza. (n.d.). High school & middle school rubric. Available from <http://ipadpalooza.com/wp-content/uploads/2014/01/iPadpaloozaYouthFilmFestivalScoringRubric1.1.pdf>

