

**Brave New Worlds Project (2016-17): FILM Rubric**

	<b>Advanced (100%)</b>	<b>Proficient (83%)</b>	<b>Developing (70%)</b>	<b>Limited (0-50%)</b>
<b>Focus &amp; Content (30%)</b>	<p><b>(30)</b> *Film focuses on a <u>well-developed central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)            *Establishes dystopian/utopian theme with <u>many specific and illustrative details, scenes, images, dialogue, characterization</u>, etc.            *<u>Effectively uses a variety of satirical techniques to develop theme</u> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>	<p><b>(25)</b> *Film focuses on an <u>evident central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)            *Develops dystopian/utopian theme with <u>mostly specific and developed details, scenes, images, dialogue, characterization</u>, etc.            *<u>Effectively uses some satirical techniques to develop theme</u> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>	<p><b>(21)</b> *Film <u>begins to develop a central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)            *Develops dystopian/utopian theme with <u>some details, scenes, images, dialogue, characterization</u>, etc.            *<u>Attempts to use satirical techniques to develop theme</u> (e.g. exaggeration, irony, juxtaposition, parody, etc.) but some may be ineffectively used</p>	<p><b>(0-15)</b> *<u>Limited or unclear central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)            *Misses the Mark on Developing a dystopian/utopian theme with <u>generic details, scenes, images, dialogue, characterization</u>, etc.            *<u>DOES NOT effectively use satirical techniques to develop theme</u> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>
<b>Style and Media Design (20%)</b>	<p><b>(20)</b> *<u>Audio/visual media is creative, attractive, original, and professionally designed; no errors</u>            *<u>Script enhances project's themes and engages audience interest</u></p>	<p><b>(17)</b> *<u>Audio/visual media is interesting, attractive, original, and professionally designed; few errors</u>            *<u>Script communicates project's themes and engages audience interest</u></p>	<p><b>(14)</b> *<u>Audio/visual media is interesting, but design needs further development; notable errors</u>            *<u>Script communicates project themes but may benefit from some revision</u></p>	<p><b>(0-10)</b> *<u>Audio/visual media needs further development; notable errors which detract from audience engagement</u>            *<u>Script struggles to communicate project themes; requires revision</u></p>
<b>Organization (20%)</b>	<p><b>(20)</b> *<u>Opening creatively and successfully hooks</u> audience's attention            *<u>Narrative pacing engages audience interest</u>            *<u>Closing brings closure to story</u> and leaves audience with a positive impression            *<u>Uses effective structures to organize the story</u>            *<u>Uses effective, professional transitions</u> to connect ideas and to maintain the flow of the film's story</p>	<p><b>(17)</b> *<u>Opening hooks</u> audience's attention            *<u>Narrative pacing maintains audience interest</u>            *<u>Closing brings closure to story</u>            *<u>Uses effective structures to organize the story</u>            *<u>Uses transitions that are mostly effective</u> to connect ideas and to maintain the flow of the film's story</p>	<p><b>(14)</b> *<u>Opening attempts to hook</u> audience's attention with mixed results            *<u>Narrative pacing may be occasionally disrupted</u>            *<u>Closing brings does not bring closure to story</u>            *<u>Multiple sections may require reorganization</u>            *<u>Uses transitions to connect ideas, but some may disrupt flow</u></p>	<p><b>(0-10)</b> *<u>Ineffective or nonexistent opening</u>            *<u>Narrative pacing disjointed</u>            *<u>Ineffective or nonexistent closing</u>            *<u>Multiple sections may require reorganization</u>            *<u>Transitions lacking or disruptive</u></p>
<b>Conventions (20%)</b>	<p><b>(20)</b> *<u>Scene composition, camera use, framing movement and editing</u> all correct per medium's conventions; <u>no errors or unjustified jump cuts</u>            *Any conventions rules that are "broken" are done intentionally to enhance vision or style</p>	<p><b>(17)</b> *<u>Scene composition, camera use, framing movement and editing</u> all correct per medium's conventions; <u>minimal errors or jump cuts</u>            *Any conventions rules that are "broken" are done intentionally to enhance vision or style</p>	<p><b>(14)</b> *<u>Scene composition, camera use, framing movement and editing</u> <u>contain multiple errors that detract from production or narrative</u></p>	<p><b>(0-10)</b> *<u>Scene composition, camera use, framing movement and editing</u> <u>contain multiple errors that detract from production or narrative</u>            *<u>film is disjointed or incomplete</u></p>
<b>Effort &amp; Execution (10%)</b>	<p><b>(10)</b> *I created a product that I'm proud of and put an "A" amount of time, effort, and thought into my project</p>	<p>*I created a good product and put forth time and effort, but I could have done better</p>	<p>*I created an average product and put forth a little time and effort</p>	<p>*I created a passable product and put minimal time or effort into my project</p>
	These projects could be described as: engaging,	These projects could be described as: interesting,	These projects could be described as:	These projects could be described as:

**Eng 4 / Mr. Neff**

<b>Summary</b>	compelling, informative, interactive, expert, confident, creative, original, impressive	successful, informative, organized, effective, good	average, passable, flawed, derivative, unprepared	uninteresting, disorganized, confusing, unoriginal, unsuccessful, incomplete
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**Total = \_\_\_\_\_ of 100**

→ **Deductions for not meeting content requirements:** story min. 1000 words / film or presentation min. 6 minutes (8 minutes for group of 3; 10 minutes for group of 4) / graphic novel or print media 6 panels / song 3 minutes