

	Incomplete	Limited Quality	Satisfactory Quality	Excellent Quality	Professional Quality
<b>Cinematography</b>					
Camera Technique	Subjects are out of focus.	Subjects are sometimes in focus.	Subjects are in focus.	Subjects are in focus with appropriate depth of field.	Accurate use of shifting focus during a shot.
Framing	Subject is usually cut inappropriately in the frame.	Subject is usually within the framed.	Subject is always within the frame.	Subject is framed at the 1/3 line.	Framing is appropriate and unique and makes use of both positive and negative space.
Lighting	No change in local lighting.	Local lighting used to maximum effect	Additional lighting used to some effect.	Additional lighting used to successfully prevent shadows.	Lighting used for dramatic effect.
<b>Directing</b>					
Acting	Actors do not play roles.	Actors play roles unconvincingly.	Actors play roles convincingly.	Actors play roles showing emotion beyond the surface character.	Subtle use of acting to display emotion through non-verbal queues.
Story	Story is unclear or absent.	Story contains elements that seem random.	Predictable but complete story.	Story involves a successful plot arch.	Story includes plot twists and a dramatic story arch.
Shot Content	Content is uninteresting.	Content is simple and passable.	Content is engaging,	Content is visually interesting.	Content is complex and layered.
Style	Meets few of the requirements of the assignment.	Meets some of the style requirements of the assignment.	Fits into the style of the assignment.	Uses all of the components of the style of the assignment.	Profound example of the style of the assignment.
Use of Shot list and Pitch	Final cut does not include elements of shot list.	Final cut includes limited elements of shot list	Final cut includes elements of shot list.	Final cut represents the shot list and pitch well.	Shot list and pitch are a complete picture of the final project.

<b>Editing</b>					
Pacing	Shots feel stretched or loose with no noticeable beats.	Some shots are uneven and or disorienting.	Shots follow basic expected beats.	Editing follows a complex beat structure.	Editing follows a tight structure with multiple timelines woven together.
Transitions	No transitions are used.	Transitions are over used or inappropriate	Basic transitions are used appropriately	Multiple transitions are used appropriately.	Transitions add to story elements.
Sound/Music	Sound is difficult to hear or understand.	Sound includes distracting noise	Sound levels are appropriate.	Sound includes dramatically appropriate music.	Additional sound or music added to add to ambiance.
Title/Credits	No credits	A title or credit	Basic credits present.	Credits feel included in the overall piece.	Credits are presented in a unique or interesting way.