

# iMovie Rubric

Color & Task Force: \_\_\_\_\_

Members: \_\_\_\_\_

Date: \_\_\_\_\_

<b>CATEGORY</b>	<b>Excellent - A</b>	<b>Good - B</b>	<b>Satisfactory - C</b>	<b>Needs Work - F</b>
<b>Purpose</b>	Makes perfectly clear what solution you suggest and maintains a clear focus throughout.	Makes suggested solution clear and maintains focus for most of the presentation.	There are a few lapses in focus, but the suggested solution is fairly clear.	It is difficult to figure out the solution you are suggesting.
<b>Storyline</b>	The story is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	The story composition is typically good, though it seems to drag somewhat OR need slightly more detail in one or two sections.	The story seems to need more editing. It has too much detail for the time allotted, or it drags the action out.	The story needs extensive editing. It is too long or too short to be interesting.
<b>Pacing</b>	The pace (voice and movement) fits the story line and helps the audience really "get into" the story.	Occasionally moves or speaks too fast or too slowly for the story line. The pacing is relatively engaging for the audience.	Tries to use pacing, but the pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the story line or the audience.
<b>Length and Transitions</b>	Length of presentation was 3-4 minutes. Transitions and titles were appropriate.	Length of presentation was 3-4 minutes, but transitions and titles were inappropriate.	Length of presentation was a bit long or short, but titles and transitions were appropriate.	Length of presentation was too long or short. Titles and transitions were inappropriate.
<b>Images</b>	Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
<b>Voice</b>	Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation.	Voice quality is clear and consistently audible through some (70-84%) of the presentation.	Voice quality needs more attention.
<b>Soundtrack</b>	Music stirs a rich emotional response that matches the story line well.	Music stirs a rich emotional response that somewhat matches the story line.	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, OR was not used.