

ePortfolio Rubric – Digital Filmmaking & Media Arts

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO1: Presentations- Organization and Content Clear, strong opening that leads into key story points, gives a sense of main characters, indicates the primary conflict leading to the climax while also revealing the theme of the story</p>	Makes use of all the criteria.	Makes use of most of the criteria.	Makes use of some of the criteria	Makes use of none of the criteria.
<p>PSLO1: Presentations- Delivery Engagement/Enthusiasm Eye Contact/Gestures Movement/Posture Effective Use of Other Visual Aids Language/Vocalics/ Use of Voice (Rate, Tone, Volume) Fillers (Pauses, Stumbles)</p>	Uses several of the criteria to make a very effective pitch of their story idea	Uses some of the criteria to make an effective pitch of their story idea	Uses a few of the criteria to make an adequate pitch of their story idea	Uses few to none of the criteria and makes a less than adequate pitch of their story idea
<p>PSLO2: Screenwriting - Content A story with a clear theme that provides some insight into life, the world, who we are, and with a character or characters that change in some way.</p>	Writing demonstrates a clear and successful understanding of the principles of story-structure through a meaningful story with excellent character development.	Writing demonstrates an attempt to use the principles of story-structure and somewhat succeeds to tell a meaningful story with some character development	Writing demonstrates a small amount of story-structure understanding with a little character development.	Writing indicates little or no understanding of story-structure and with one-dimensional characters who don't really change.

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<p>PSLO2: Screenwriting-Mechanics Uses correct screenplay format. Writes good screen direction that can be shown (no inner thoughts). Writes exposition in the form of conflict. Writes scenes that move the story through conflict (inner, inter, or extra-personal). Writes an ending that pulls all the story elements together to create a meaningful experience for the audience.</p>	<p>Writes in a professional screenplay format with clear screen directions and exposition that comes out through conflict. Creates an ending that brings closure and allows the audience to not only understand the theme but to feel it.</p>	<p>Writes in proper screenplay format with a minimal number of mistakes. Makes some use of conflict in the exposition and creates an ending that allows the audience to understand the theme.</p>	<p>Writes in screenplay format but with some mistakes. Creates an ending with some closure.</p>	<p>Does not use correct screenplay format. Does not incorporate conflict into exposition and does not create an adequate ending to the story.</p>
<p>PSLO2: Screenwriting- Dialog Writes dialog that incorporates subtext, that is clever, concise, and flows while still sounding like real speech.</p>	<p>Incorporates all of the criteria.</p>	<p>Incorporates some of the criteria.</p>	<p>Writes dialog that is too “on the nose” that is sometimes clever and sometimes concise that does sound like real speech at times.</p>	<p>Writes dialog that is “on the nose”, that does not flow and is too verbose and sounds stilted.</p>
<p>PSLO3: Story-Structure Theory- Knowledge and Application Demonstrates knowledge and application of story-structure principles such as: <i>Characters change through conflict and struggle, reversal of expectations, the audience “feels” the idea in the theme, stories move by way of conflict, stories are metaphors for life.</i></p>	<p>The story incorporates many of the story-structure principles and results in a meaningful experience for the viewer.</p>	<p>The story incorporates some of the story-structure principles and results in a satisfactory experience for the viewer.</p>	<p>The story incorporates one or two story-structure principles and leaves the audience with a marginally satisfactory experience.</p>	<p>The story does not incorporate story-structure principles and leaves the audience with an unsatisfactory experience.</p>

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<p>PSLO4: Digital Filmmaking- <i>Knowledge and skills in the DFM medium</i> Demonstrates the following Digital Filmmaking skills: 1) <i>Well composed, lit, and exposed photography with appropriate camera movement.</i> 2) <i>Use of light to create depth, time of day or mood.</i> 3) <i>Clear dialog with correct “presence”, ambient sound, sound effects, and music as needed with all elements properly mixed.</i> 4) <i>Editing to enhance the story, create pacing or suspense, with overlapping picture and dialog, proper color correction and appropriate titles and credits.</i></p>	<p>Makes use of all of the skills in their film.</p>	<p>Makes use of most of the skills in their film.</p>	<p>Makes use of 2 or 2 of the skills in their film.</p>	<p>Does not understand or use the skills required in the Digital Filmmaking medium.</p>