Culminating Task   **Media Arts**

Criteria	Below Level 1	Level 1	Level 2	Level 3	Level 4	Total
KNOWLEDGE/UNDERSTANDING **Use of Photoshop CS6 program (in-class):** ☐ Demonstrates an understanding of *basic tool functions* **in-class**: cut/paste, transforming to scale, colour, text, and image quality (resolution)/size.	Has not be submitted and/or completed	Limited effectiveness 5 5.5	Some effectiveness 6 6.5	Considerable effectiveness 7 7.5	Thorough effectiveness 8 8.5 9 9.5 10	
Use of iMovie program (in-class): Demonstrates an understanding of *basic tool functions* **in-class**: adding text, transitions, music/SFX, and editing footage.		5 5.5	6 6.5	7 7.5	8 8.5 9 9.5 10	
Filming/Video Footage: ☐ Contains a variety of well thought out camera shots/angles		5 5.5	6 6.5	7 7.5	8 8.5 9 9.5 10	**/30**
THINKING Great degree of **use of class time and effort** was demonstrated in the production (filming, editing, etc.) and meeting of deadline.		5 5.5	6 6.5	7 7.5	8 8.5 9 9.5 10	**/10**
COMMUNICATION **Poster/Trailer/Movie:** ☐ Text: Clear and readable (proper spelling/grammar/sentence structure) ☐ Use of appropriate font style (including credits), size and colour.		2.5	3	3.5	4 4.5 5	
Presentation of trailer/movie: ☐ Successfully communicates moral message and inspiration for the selected story ☐ **Extra: Peer comments/critiques**		2.5	3	3.5	4 4.5 5	**/10**
APPLICATION **Movie Poster :** is *creative* and *unique*. Also, includes the following requirements & saved as a **jpeg**: ☐ Movie Title ☐ Tagline (quote or a catchy phrase) ☐ Main Actors (top of poster) ☐ Image of a least one actor and/or an original image from the movie ☐ Production Logo and information (credits) at the bottom of poster ☐ MPAA rating of G, PG, or PG-13 ☐ Release date of movie	Has not be submitted and/or completed	5 5.5	6 6.5	7 7.5	8 8.5 9 9.5 10	
Movie Trailer: ☐ Logo ☐ Successfully attracts an audience to the film ☐ Appropriate selected shots are used ☐ Movie Title ☐ Release date ☐ Voice, sound effects and music are skillfully controlled throughout the trailer ☐ Length of trailer meets requirements of 1-2 ½ minutes		5 5.5	6 6.5	7 7.5	8 8.5 9 9.5 10	
Movie: **Introductory**: ☐ Production Logo (In Association with…) ☐ Movie title ☐ Beginning Credits (Starring, Written by, etc…) **Edited footage**: ☐ smooth editing from clip to clip ☐ Good use of text or VO for effective understanding of movie narrative ☐ Good use of special effects (video, sound and music) and transitions **Conclusion:** ☐ *Moral message* and *Inspirational story* is conveyed or mentioned (e.g. "Inspired by…") ☐ Ending Credits ☐ Length of movie meets minimum requirements of **5 minutes** & **.mov file** ☐ Extra: Includes BLOOPERS?		15 16.5	18 19.5	21 22.5	24 26 28 30	**/50**

TOTAL: / 100