/10 KNOWLEDGE

Filming/Video Footage: (/2)

   Types of shots are used appropriate and support story/idea.

POSTER   (/4)

   Student has used a variety of basic tool functions and techniques in order to enhance design.

VIDEO   (/4)

   Student has used a variety of editing tools correctly to create film (i.e. trimming clips, adding text, music/SFX, transitions, b-roll footage, etc).

/10 COMMUNICATION

Poster /Video

- Overall film/poster, communicates an idea/theme through video, sound and message.
- **Presentation- successfully communicates idea and why they were inspired to create this film and poster.   (/5)**
- **Critique- comments made about peer's video/poster. (/2)**

/20 APPLICATION

Poster (/10)

- Graphics (images) are **high quality** and effectively relate to theme/topic (/2)
- Poster includes **all** required elements : title, characters, slogan/tagline, rating, etc (/4)
- Overall *creativity* and *originality* of design layout (/4)

Video (/10)

Video Footage: (/5)

   Student has taken **high-quality footage** by ensuring good framing, camera shots, b-roll, lighting, and sound were followed.

Final video: (/5)

- Editing flows smoothly from scene to scene; film makes sense from beginning to end; ending is gradual and not sudden; audio is clear.
- **Music/SFX, Narration/Voice-over, titles & transitions** are used effectively
- Overall creativity of video is engaging and successfully engages the viewer.

Assignment 4:

Film/Poster Evaluation

Name(s):

_____

Type of Film:

_____

/10 THINKING

Pre-Production - Sketchbook:

Video (/5)

Student has planned ideas for a video - script/storyboard are detailed with scene description, location, camera shots, etc…

Poster (/5)

Student has planned ideas and includes a detailed sketch of poster design.