

**Showcase for Creative Excellence
Film/Animation Rubric**

	Exemplary	Proficient	Developing	Novice	
	9-10 pts	6-8 pts	2-5 pts	0-2 pts	Points
Story The film/animation reflects a message that is engaging. The film/animation reflects a message that is clear. The film/animation reflects a message that is unique.	The entry reflects all three of the recommended characteristics (engaging, clear, and unique).	The entry reflects two of the recommended characteristics (engaging, clear, and unique).	The entry reflects one of the recommended characteristics (engaging, clear, and unique).	The entry reflects none of the recommended characteristics (engaging, clear, and unique).	
Characters/Setting The characters are fully developed. The characters are appropriate to the storyline. The sets/backgrounds complement the storyline.	The entry reflects all three of the recommended characteristics (developed and appropriate characters, and complementary sets/backgrounds).	The entry reflects two of the recommended characteristics (developed and appropriate characters, complementary sets/background s).	The entry reflects one of the recommended characteristics (developed and appropriate characters, complementary sets/backgrounds).	The entry reflects none of the recommended characteristics (developed and appropriate characters, complementary sets/backgrounds).	
Technical All audio effects are relevant to the story. All titles and credits complement the design of the film/animation. Copyrighted material must follow copyright guidelines. <i>If copyright is not followed, the entry will be disqualified.</i>	The entry reflects all three of the recommended characteristics (relevant audio, complementary titles and credits, copyright guidelines).	The entry reflects two of the recommended characteristics (relevant audio, complementary titles and credits, copyright guidelines).	The entry reflects one of the recommended characteristics (relevant audio, complementary titles and credits, copyright guidelines).	The entry reflects none of the recommended characteristics (relevant audio, complementary titles and credits, copyright guidelines).	
Editing All visual transitions are smooth. All audio transitions are smooth. The film/animation reflects a variety of editing tools.	The entry reflects all three of the recommended characteristics (smooth visual and audio transitions, editing tool variety).	The entry reflects two of the recommended characteristics (smooth visual and audio transitions, editing tool variety).	The entry reflects one of the recommended characteristics (smooth visual and audio transitions, editing tool variety).	The entry reflects none of the recommended characteristics (smooth visual and audio transitions, editing tool variety).	

Direct all inquiries to:

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