ACTION SEQUENCE GRADING RUBRIC

	Points
Individual Edit: Credit or No Credit – 15	
Conceptual – 25	
Formal – 25	
Technical – 15	
Production Package – 10	
Self & Peer Evaluation - 10	
TOTAL: 100 Points	

A (100-90) **B** (80-89)) **C** (70-796) **D** (60-69) **F** < 60

Excellent	Competent	Needs Work

CONCEPTUAL - Group Edit - 25		
The audience understands the conflicting goals of each character and is strongly compelled to root for one character.	Goals are somewhat vague. Audience is somewhat inclined to root for one character.	Goals are not clear. Neither of the characters is compelling.
The main character introduction reveals personality, temperament, history, and/or predicament.		The obstacles are not challenging or necessarily imaginative.
	The story could benefit from stronger character development.	Little to no anxiety derived from the sequence.
The obstacles are challenging and imaginative.	Overall sequence would benefit from more challenging or imaginative obstacles.	The ending is confusing or too ambiguous.
The audience is at the edge of physical survival with the main character.	Overall sequence would benefit from a greater sense of urgency.	
	The ending is somewhat confusing.	There is no demonstrated growth in the character.
The story is clear throughout and ends in equilibrium (resolution) or surprise. Ambiguity, if any, enhances the story. There is no confusion.		
	There is little evidence of growth in the character.	

FORMAL – Group Edit – 25		
CAMERAWORK contributes to the pacing of the sequence, and uses handheld or tripod mounted cinematography in a motivated and meaningful way. Camera moves are smooth and shots are well composed to the standards learned in Media Production I.	Camerawork generally serves the content, but camera moves are sometimes rough or sloppy, or choice to go handheld feels arbitrary or inappropriate. Compositions are generally well executed and creative, but there are some awkward compositions.	Camerawork does not aid pacing or sense of action. Composition or camera moves are too often awkward or unmotivated.
POVs, CUs, reaction shots, and cutaways are utilized effectively.	Sequence would be strengthened with more POVs, CUs, reaction shots, and cutaways.	Overall, shots do not serve the story or character.
CONTINUITY from shot to shot is attentive and clear; location, action, and screen direction is easy to follow. Effective use of matched action.	Continuity is generally clear, but there are some errors or confusing sections. Matched action would strengthen several moments.	Frequent errors in continuity or screen direction. Too few matched action.
CROSSCUTTING between characters contributes to the intensity of the sequence. Creative use of crosscutting.	Overall sequence would be strengthened with more instances or creative use of crosscutting.	Minimal or no use of crosscutting.
ART DIRECTION and mise-en-scène are well developed and serve the story. Strong use of location, costuming, makeup, and props.	Overall sequence would be strengthened by more attention to mise-en-scène.	Minimal attention to mise-en-scène.
VISUAL COMPONENTS Sequence demonstrates intentional and effective use of movement, rhythm, line, shape, tone, color, or space, as discussed in class thus far.	Overall sequence would be strengthened by more intentional use of visual components.	No evidence that visual components were considered.
PACING/EDITING realizes the goals of the action sequence, with strong attention to identification, excitation, conflict, intensification, and resolution.	Pacing generally demonstrates goals of action sequence, but suffers in some places from slow or overly fast editing, or shots with too little movement in the frame.	Little attention to goals of pacing; video suffers from too little footage, lack of movement in the frame, or sluggish editing.
SOUND DESIGN is meaningful and motivated. Effectively utilizes both diegetic and non diegetic sound.	Sound design sometimes distracts from the story, drawing attention to itself or getting lost. The overall sequence would benefit from a more robust soundtrack.	Sound design adds little to the meaning or pacing of the story. Little attention to relationship between image and sound. Diegetic or non-diegetic sound is missing.

TECHNICAL Group Edit - 15	Most shots are properly focused, but some use of auto-focus or out of focus shots are unmotivated	Many shots use auto-focus or are out of focus without motivation
FOCUS throughout the video is appropriate and properly executed; any out of focus shots are motivated by content/style and serve the story.		
EXPOSURE is appropriate and well executed; shadows and highlights generally retain detail and there is little use of gain.	Most shots are well-exposed, but there is too much use of gain, or much detail is lost in shadows or overexposed highlights.	Many shots are overexposed, underexposed, or excessively grainy.
AUDIO is cleanly recorded and smoothly edited with strong attention to cross-fades and mixing.	Most audio is clean, but there is some background noise or distortion, or edits are audible or abrupt.	Much of the audio is muddy, noisy, or distorted; little attention to smooth edits or mixing.
OUTPUT to mp4 with proper compression and aspect ratio.	Some glitches or errors in output.	Not submitted as a mp4
TITLE is complete and motivated.		No title.
	Title is stilted and unmotivated	
PRODUCTION PACKAGE - Group - 10 Project meets all requirements of the assignment including: • Storyboard or • Shot list and Treatment	Meets most requirements of the assignment, but some are missing.	Fails to meet many requirements of the assignment, or were submitted late.
SELF & PEER EVALUATIONS – Each – 10 A completed form (.pdf file) sent by email to instructor on time. Evaluations are constructive, thoughtful, and thorough.	Not sent by the deadline. Evaluations are minimal and lack thoughtful reflection.	Evaluations not completed.