

iMovie Rubric

Name(s) : _____

Movie Title:



Learning Target:

I CAN produce a high-quality movie to entertain, persuade the audience, or give information about a topic that's ready to be uploaded to the class website.

CONTENT

The movie has a clear beginning, middle and end and follows a logical sequence (makes sense).	1	2	3	4
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The script or storyline is creatively written and captures the viewers attention	1	2	3	4
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AUDIO

The movie includes voice, sound effects +/- or music appropriate for the each scene	1	2	3	4
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The voice, sound effects +/- or music are extremely clear without unwanted background noise	1	2	3	4
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FILMING

The movie is steady and focused throughout. Still shots/pictures/images are clear and not blurred, too light, too dark or too quick.	1	2	3	4
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The movie has different shots, transitions and special effects that are appropriate and add to the impact or enjoyment of the content	1	2	3	4
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All scenes have enough lighting for viewers to easily see the action	1	2	3	4
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EDITING

The movie flows exceptionally well and is exactly the right length (including title and credits) for its purpose (1- 3 minutes long). It doesn't seem too short or too long.	1	2	3	4
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The movie has no misspellings or grammatical errors	1	2	3	4
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COMMENTS: