

Names:

Story Based Video	Level One	Level Two	Level Three	Level Four
Application - Plot Development, Concept and Overall Impact	10 11	12 13	14 15	16 18 20
<p>All content leads to the development of a meaningful plot using the major points of a 3 act structure (inciting incident, lock-in, first attempt, first culmination, main culmination, twist, final culmination, denouement);</p> <p>Characters develop in complexity by what they say or what they do;</p> <p>Viewer feels connected and empathizes with the main character(s)</p> <p>Each scene purposely advances the plot or develops the character or a combination thereof;</p> <p>Concept is original;</p> <p>Video is true to the genre (See notes on each specific genre);</p> <p>High impact (video engages viewing audience, video suspends disbelief, it entertains);</p> <p>Soundtrack and sound effects are judiciously chosen and mixed so as to complement and enhance the emotion of the video without overpowering it</p>				
Application - Editing	10 11	12 13	14 15	16 18 20
<p>All shots are properly timed and sequenced;</p> <p>Each scene is broken down into their respective shots;</p> <p>Judicious use and application of cutting on action and cutaways;</p> <p>Judicious use and application of montage editing;</p> <p>Conversations properly sequenced;</p> <p>Sequence of the events strongly supports the storytelling (possible use of flashbacks, possible telling of story out of sequence);</p> <p>Editing adequately supports the feel of the genre</p>				
Application - Footage and Cinematography	10 11	12 13	14 15	16 18 20
<p>All aspects of composition are consistently and accurately adhered to (rule of thirds, proper lead room, proper headroom, ¾ head position for conversations, choice of field of view, 180 degree rule);</p> <p>Audio of acting talent is clearly audible throughout the video;</p> <p>Proper camera handling consistently evident in the footage;</p> <p>Footage consistently and adequately supports editing techniques;</p> <p>Footage consistently and adequately supports plot development and storytelling</p>				