

Short Film Project Evaluation Rubric

Category	Exemplary	Good	Competent	Developing	Unacceptable
Thesis	20-19% Makes a strong, insightful assertion that addresses the theoretical construct clearly and moves beyond the predictable. Takes a risk and explores issues thoughtfully and in depth. Powerfully shapes the argument.	18-17% Promising; demonstrates insight into the topic, but the assertion is predictable or merely reflects class ideas.	16-15% Demonstrates some insight into the topic, but may be unclear, vague, appear unoriginal, or offer relatively little that is new.	14-12% Suggests confusion about the topic and/or neglects important aspects of the problem. Lacks focus or demonstrates confused or simplistic thinking. Difficult to identify at all.	<12% Has no identifiable thesis or utterly incompetent thesis. Shows obviously minimal lack of effort or comprehension of the assignment.
Logic and Argumentation	15% All ideas in the film flow logically. Authors are highly effective in helping the audience understand theoretical concepts used in architecture through narration, imagery, diagrams, and text. Novel connections to outside material illuminate thesis.	14-13% Most ideas in the film are clear and flow logically. Authors are reasonably effective in helping the audience understand theoretical concepts used in architecture through narration, imagery, diagrams, and text. Occasional insightful connections to outside material made.	12-11% Logic and clarity may occasionally falter. Authors are inconsistent in helping the audience understand theoretical concepts used in architecture through narration, imagery, diagrams, and text. May make few outside connections.	10-9% Ideas generally flow poorly; simplistic view of topic; no effort to grasp alternative views. Authors are mostly ineffectual in helping the audience understand theoretical concepts used in architecture through narration, imagery, diagrams, and text.	<9% Poor logic or non-existent argumentation. Authors are entirely ineffectual in helping the audience understand theoretical concepts used in architecture through narration, imagery, diagrams, and text.
Analysis	15% The film beautifully illuminates the relationship between the object of study and larger social, historical, or theoretical issues in architecture. Analysis is fresh and exciting; interprets details, quotes, and examples, shows how they relate to the thesis, and poses new ways to think of the material.	14-13% The film adequately illuminates the relationship between the object of study and larger social, historical, or theoretical issues in architecture. Analysis explains significance, but could be expanded to show stronger connection to thesis or provide more insight about the details.	12-11% The film inconsistently illuminates the relationship between the object of study and larger social, historical, or theoretical issues in architecture. Analysis occasionally fails to explain significance and often needs to be expanded to show stronger connection to thesis.	10-9% The film struggles to illuminate the relationship between the object of study and larger social, historical, or theoretical issues in architecture. Analysis is predictable and disconnected. Very little or very weak attempt to relate evidence to thesis.	<9% The film fails to illuminate any relationship between the object of study and larger social, historical, or theoretical issues in architecture. Analysis is lacking. No attempt to relate evidence to thesis.
Communication	20-19% Authors are highly effective in communicating through music, imagery, sound, and atmosphere. The film feels natural and captures the authors' voices. Vivid scenes capture the viewer's imagination; shows mastery of graphic communication skills.	18-17% Authors are mostly effective in communicating through music, imagery, sound, and atmosphere. The film feels natural but doesn't consistently reflect a unique voice. Well crafted scenes hold the viewer's gaze; shows solid graphic communication skills.	16-15% Authors are intermittantly effective in communicating through music, imagery, sound, and atmosphere. The film occasionally feels awkward and lacks a unique voice. Scenes occasionally fail to hold the viewer's gaze; graphic skills are adequate.	14-12% Authors are generally ineffective in communicating through music, imagery, sound, and atmosphere. The film feels awkward, formulaic, and lacks a unique voice. Scenes feel jumbled and confusing; fail to hold viewer's gaze; shows poor graphic communication skills.	<12% Authors are ineffective in communicating at all; film is entirely formulaic. Graphic communication is sloppy.

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Organization	15% Has an evident, understandable, and sophisticated organization. Scenes relate back to thesis and flow seamlessly.	14-13% Generally clear and appropriate organization, though may wander occasionally. Scenes have key parts but may occasionally transition strangely or a few scenes may lack clarity and conviction.	12-11% Has adequate organization but is often unclear, wanders, or jumps around. Some weak transitions between scenes without clear points.	10-9% Weak organization makes argument unclear. Scenes need clearer relation to thesis; some are missing key elements and/or transition poorly.	<9% Poor organization makes basic comprehension difficult.
Mechanics	15% The audio/visual quality of the film is excellent. Editing reveals care and attention to detail. Visual content is vivid and high-resolution. Audio content is clear and in sync with visual content. Reveals a mastery of digital media.	14-13% The audio/visual quality of the film is solid. Editing reveals attention to detail with occasional lapses. Visual content is generally compelling and high-resolution. Audio content is mostly clear and in sync with visual content. Reveals a proficiency with digital media.	12-11% The audio/visual quality of the film contains errors (usually minor). Editing reveals intermittent attention to detail. Visual content is adequate and/or medium-resolution. Audio content is legible and mostly in sync with visual content. Reveals a familiarity with digital media.	10-9% The audio/visual quality of the film contains significant errors. Editing reveals a lack of attention to detail. Visual content is often inadequate and/or low-resolution. Audio content is often illegible and out of sync with visual content. Reveals emerging familiarity with digital media.	<9% The audio/visual quality of the film is poor, causing serious communication issues. A lack of editing is clear. Visual content is inadequate and low-resolution. Audio content is illegible and out of sync with visual content. Reveals a lack of familiarity with digital media.
Final Evaluation					