



Judging rubric

	1	2	3	4	5
Compelling content	The film lacks a purpose or fails to engage at all.	The film is of limited relevance or fails to connect with the audience.	The film is mostly engaging but lacks depth. Audience interest may not be sustained through the whole film.	The film is interesting and mostly engaging. Some moments stand out as thought-provoking.	The film is engaging and captures attention immediately and sustains interest. The topic is meaningful and thought-provoking.
Creative storytelling	Uses basic techniques, with no evidence of creative effort, or the story is confusing.	Uses basic techniques well, but the story may be predictable or a little confusing at times.	Incorporates some interesting techniques and the story is clear.	Uses interesting, effective storytelling techniques that help unfold the narrative.	Uses imaginative, innovative storytelling techniques in ways that enhance the impact of the story (for example, symbolism or non-linear narratives).
Well researched	No evidence of clear research. Information presented is vague and unsupported.	Limited research is demonstrated and sources may be questionable.	Basic research is demonstrated but lacks depth or variety. Information is accurate but not integrated well into the story.	Research is mostly accurate and relevant information supports the story. Sources are presented and are credible.	The film shows thorough and accurate research, with facts and context integrated seamlessly into the story. Sources are presented and are credible and authoritative.
Story structure and coherence	There is a theme but no story.	The story lacks structure. Some scenes are disconnected and the story is hard to follow.	The story is easy to follow and with a basic structure (beginning, middle, end) but with some awkward transitions or pacing.	The story is clearly structured and easy to follow, but with minor pacing issues.	The story is multidimensional but easy to follow with smooth transitions and a logical progression. Every scene contributes to the story.
Overall video quality	Video sound and quality makes it difficult to follow the story.	Sound is variable and effects are distracting. There may be poor lighting or inconsistent transitions.	Sound is consistent and the video is easy to watch, but there may be some shaky camera work or rough transitions.	Sound is consistent, visuals are clear, and effects and transitions are smooth. Minor technical issues that don't distract significantly.	Sound is used for effect, special effects are smooth, and scene transitions add to the storytelling. No distracting flaws.
Entertainment value	The film fails to entertain an audience.	The film is informative but entertaining moments are limited. It may feel flat or slow in parts.	The film has some entertaining moments, but there are sections that are not as engaging.	The film is generally entertaining and interesting, with moments of strong pacing or suspense.	Excellent use of surprise, humour, suspense and/or delight to engage and keep the audience invested in the story.