

ACTE: Individual/Group Video Production Rubric

DIRECTIONS

1. Ask the student/group for the **printed portfolio**. Digital or electronic portfolios are not accepted. Allow no more than 5 minutes for project setup and score the printed portfolio during setup.
2. Confirm that the video project, footage, script, graphics, audio, editing, and production assets are student-created. **AI-generated video content or production assets are prohibited.** If suspected or disclosed, pause scoring and refer the entry to ACTE staff.
3. Allow no more than 10 minutes for the project presentation. The student may choose which portion of a larger body of work to show.
4. Judges may ask questions for no more than 5 minutes and are not limited to the topics listed in the rubric.
5. Enter a score for every criterion. Add the /30 portfolio score and /70 project/presentation score for the /100 final score, then initial page 2.

PRINTED PORTFOLIO CHECKLIST			Points
Online Orientation Certificate	0 Certificate is missing.	10 Certificate is printed and placed as page 1 of the portfolio.	
Printed Portfolio	0 No printed portfolio is submitted, or only a digital/electronic portfolio is provided.	10 A complete printed portfolio is submitted at judging. Digital portfolios are not accepted.	
Required Portfolio Sections	0 Required printed portfolio sections are not provided.	10 - Printed portfolio includes these 9 sections: 1. Online Orientation Certificate (first page) 2. Project identification page: student name(s), school, category, level, and region 3. Table of contents 4. Project narrative: purpose, learning, and benefit 5. Software and hardware used 6. Treatment or project brief, script, storyboard, shot list, production schedule, location/talent plan, equipment list, or other pre-production evidence 7. Production stills, selected footage frames, editing timeline/screenshots, audio and color work, testing/review notes, revisions, and final export evidence 8. Works cited/bibliography, releases when applicable, and asset/source credits 9. Signed statement that the video and included production assets are student-created and contain no AI-generated content or assets	
Judges Printed Portfolio Checklist Score			/30

This section is valued at 30 points total.

VIDEO PRODUCTION PROJECT & ORAL PRESENTATION RUBRIC

Select the score range that best matches the demonstrated level. Enter one numeric score from 0-10 for each criterion.

PROJECT					Points
Story, Purpose & Audience					
0 No identifiable story, purpose, audience, or sequence.	1-3 Purpose is unclear; content is disorganized or difficult to follow.	4-6 A basic story or purpose is evident, but structure, pacing, or audience focus is uneven.	7-9 Clear, engaging story for a defined audience with logical sequencing and effective pacing.	10 Compelling, audience-centered concept with polished structure; every scene supports the purpose and narrative.	
PROJECT					Points
Cinematography, Composition & Camera Technique					
0 Footage cannot be evaluated or shows no intentional camera work.	1-3 Framing, focus, stability, camera movement, angles, or composition frequently distract.	4-6 Shots communicate the content, but framing, focus, movement, continuity, or variety is uneven.	7-9 Purposeful framing, composition, focus, movement, shot variety, and visual continuity strengthen the story.	10 Exceptional cinematography demonstrates professional control of composition, camera movement, visual continuity, and storytelling.	
PROJECT					Points
Lighting, Audio & Production Quality					
0 Image or audio cannot be understood or evaluated.	1-3 Poor lighting, exposure, focus, noise, distortion, or microphone technique interferes with understanding.	4-6 Video and audio are understandable, but lighting, exposure, recording quality, or consistency varies.	7-9 Clean visuals and clear audio with strong lighting, exposure, microphone technique, and only minor distractions.	10 Professional production quality demonstrates exceptional lighting, image clarity, sound recording, balance, presence, and consistency.	
PROJECT					Points
Editing, Pacing & Final Output					
0 No purposeful editing or playable final output is provided.	1-3 Abrupt edits, continuity errors, poor timing, technical problems, or incorrect format interfere with viewing.	4-6 Editing supports the content, but cuts, pacing, transitions, titles, color, audio mix, or output quality are uneven.	7-9 Precise editing, effective pacing, smooth continuity, polished titles/color/audio, and reliable playback create a cohesive experience.	10 Publication-ready output demonstrates seamless editing, expert pacing, refined post-production, correct format, and professional finish.	
PROJECT					Points
Originality, Purpose & Student Authorship					
0 Purpose or student authorship cannot be established.	1-3 Work shows limited original decision-making; sources or production process are unclear.	4-6 Purpose and student contribution are evident, though creative choices or documentation are basic.	7-9 Original, purposeful work with clear student ownership and well-supported production evidence.	10 Distinctive creative vision, meaningful purpose, and convincing evidence of independent student authorship.	
PRESENTATION					Points
Explanation of Process & Professional Delivery					
0 Does not explain the project or video-production process.	1-3 Explanation is difficult to follow; limited preparation or understanding of the workflow.	4-6 Explains major steps and tools, but detail, organization, or delivery is inconsistent.	7-9 Clearly explains pre-production, filming, equipment, editing, audio, revisions, and creative choices professionally.	10 Confident, concise demonstration shows command of the complete video-production workflow.	
QUESTIONS					Points
Knowledge, Problem-Solving & Responses					
0 Does not answer judges' questions.	1-3 Answers are incomplete or show little understanding of equipment, software, techniques, or decisions.	4-6 Answers most questions and describes basic production or editing challenges.	7-9 Provides specific, accurate responses about camera/audio techniques, editing, troubleshooting, sources, and revisions.	10 Insightful responses demonstrate deep production knowledge, reflection, and equal group contribution.	

AI-GENERATED VIDEO CONTENT PROHIBITED: Entries may not contain generative-AI-created footage, scenes, scripts, storyboards, images, graphics, animation, narration, voices, music, sound effects, or other production assets. Judges should not independently penalize suspected use; pause scoring and refer the entry to ACTE staff for review.

Judges Printed Portfolio Checklist Score	/30
Video Production Project & Oral Presentation Score	/70
Total Project Score	/100
Ranking (ACTE Staff Only)	

Judges Initials: _____