

# Hero iMovies Student Assessment

	4 - Excellent	3 - Good	2 - Mediocre	1 - Poor
<b>Meaning</b> - the extent to which the film captures the essence of the word "hero".	Film shows a deep understanding of the concept, adding another level of meaning.	Film shows an understanding of the concept, but may not be thorough.	Film shows a simplistic understanding of the concept.	Film does not show an understanding of the concept and fails to adequately define it.
<b>Images</b> - the quality of images chosen and their effectiveness conveying the meaning of the commercial	Superbly chosen images for film. They jump off the screen and add another level of meaning to the commercial.	Images are well chosen are visually pleasing, but do not necessarily linger in the mind afterward.	Some images fit, while others seem unrelated or poorly chosen.	Images do not seem to relate to the concept and do not further film's message.
<b>Sound</b> - the quality of the sound (music, silence, narration) and its effectiveness conveying the meaning of the commercial.	Narration superbly executed...music seems perfectly chosen to emphasize the meaning.	Good narration and music is effective in emphasizing intended meaning.	Narration, while relevant, does not necessarily further the meaning of the film.	Narration may seem out of place or irrelevant...music seems out of place.
<b>Movie Grammar</b> - Quality of shots, audio, and title screens free of errors.	Flawlessly put together...no errors.	One or two poor shots, a shaky camera, shoddy audio, or misspelling.	More than a few errors distract the viewer from the commercial.	Many errors
<b>Overall Effectiveness</b> - Are you a future Ad Exec?	Commercial persuasive, informative, original, creative.	Commercial persuasive informative, but not necessarily creative or original.	Commercial is slightly persuasive or informative.	Commercial is neither persuasive or informative.

You will now be scoring the films. Use the rubric above. For each category, write a score between 1-4, depending on where you feel it falls on the rubric.

Group	M	I	S	M.G.	O.E.
Period One, G1					
Period One, G2					
Period One, G3					
Period One, G4					
Period Four, G1					
Period Four, G2					
Period Four, G3					
Period Four, G4					
Period Four, G5					
Period Five, G1					
Period Five, G2					
Period Five, G3					
Period Five, G4					

Group	M	I	S	M.G.	O.E.
Period Five, G5					
Period Five, G6					
Period Five, G7					
Period Five, G8					
Period Six, G1					
Period Six, G2					
Period Six, G3					
Period Six, G4					
Period Six, G5					
Period Six, G6					
Period Six, G7					
Period Six, G8					
Period Six, G9					