

Criteria for Evaluating UNH Manchester Undergraduate Research Conference Film Presentations

| Criteria/rating | Excellent (5) | Very Good (4) to Good (3) | Fair (2) to Poor (1) |
|--|---|--|---|
| Creative and innovative handling of film's central idea | Film is highly creative and innovative. Film's central idea is effectively furthered through the medium | Film is creative and/or innovative. Film's central idea is identifiable. | Film is marginally creative and/or innovative. Film's central idea is difficult to determine. |
| Effective communication of film's central idea | Film is highly communicative to the audience. | Film is communicative to the audience. | Film is marginally communicative to the audience. |
| Screen direction and videography | Superior screen direction and videography. Filmmaker (s) demonstrates firm command of all the image elements of the film including directing actors/subjects, image composition and movement, and technical camera execution. | Good direction and videography. Filmmaker (s) demonstrates command of most image elements of the film including directing actors/subjects, image composition and movement, and technical camera execution. | Fair/poor direction and videography. Filmmaker (s) demonstrate limited command of the image elements of the film including directing actors/subjects, image composition and movement, and technical camera execution. |
| Image editing | Superbly edited film. Filmmaker (s) effectively demonstrates command of the editing process which includes the concept of seamlessness and/or the intellectual/emotional juxtaposition of images in the film. | Well-edited film. Filmmaker (s) demonstrates command of most of the editing process which includes the concept of seamlessness and/or the intellectual/emotional juxtaposition of images in the film. | Fair/poorly edited film containing several image flaws. Filmmaker (s) demonstrates limited command of the editing process which includes the concept of seamlessness and/or the intellectual/emotional juxtaposition of images in the film. |
| Sound editing and design | Sound integration is excellent and soundtrack well executed. | Sound integration is good and soundtrack well executed. | Sound integration is fair and soundtrack execution is flawed. |
| Overall unity and integration of content and form | Unity is superbly done and the integration of content and form with relation to the film's central idea makes sense. | Unity is good and the integration of content and form with relation to the film's central idea makes sense. | Unity is fair and there is doubt as to whether the content and form are appropriately integrated with the film's central idea. |
| Introduction and Abstract | The introduction is clear and coherent presentation of the film's central idea, clearly explains the class assignment for which the film was crafted, and describes the inspiration/motivation for the topic selected. The abstract completely and succinctly describes the film project. | The introduction identifies the film's central idea, the class assignment for which the film was crafted, and the inspiration/motivation for the topic selected. The abstract describes the film project. | The introduction shows some structure but does not create a strong sense of neither the film's central idea nor the inspiration/motivation for the topic selected. The abstract does not adequately describe the film project. |

