CCLT Film Fest Rubric

***Note**: Videos are rated in the context of short form video for social media. They may be scored differently if they were a different genre of film.*

Category	1	2	3	4
Hook	No hook present	Hook present but not immediately engaging	Interesting hook present	Hook is immediate and arresting
Attention holding	The impulse to scroll away strikes almost immediately.	Video holds attention for a little while.	Video holds the viewer's attention throughout.	Video uses good pacing,storytelling, humor, interesting information, etc. to hold rapt attention. Unputdownable throughout.
Emotional engagement	Little to no emotional impact.	Makes an attempt to stir emotions.	Brings about an emotional response.	I am crying (or fuming, or elated, etc.)
Storytelling	No narrative arc present	Some elements of storytelling are present	Solid storytelling techniques employed	Rapturous
Production Quality	Distracts from content	No impact on content	Production quality enhances content	Production quality is a perfect fit for social media content and makes the content shine
Creativity	Little to no novelty/ freshness present.	Some novelty/ freshness is present in style or content	Video style or content feels original	The video shimmers with original ideas or new ways of presenting information.
Call to action	No call to action present	Call to action present but not compelling	Contains a well-crafted call to action	I am taking action as we speak.

Duration (Between 1 and 3 minutes): ___ (3 pts)