

	Excellent (8-10)	Obtaining (7)	Emerging (5-6)	Lacking (3-4)
Treatment	The content includes a clear concept and story. Treatment is very well written and follows the prescribed format.	Content exhibits connections around the concept and story, but small diversions are present. Treatment is well written and follows the prescribed format.	The content leaves the reader with a vague impression of the concept and storyline. Treatment is somewhat well written, following the prescribed format.	The content lacks a central concept and storyline. Treatment is not very well written and vaguely follows the prescribed format.
Storyboard	Storyboard clearly corresponds with treatment and communicates all of the information needed for each scene.	Storyboard corresponds with treatment and communicates most of the information needed for each scene..	Storyboard vaguely corresponds with treatment and communicates some of the information needed for each scene.	Storyboard vaguely corresponds with treatment and missing information for each scene.
Scripting	Script is clear; identifies what each actor will say and do. Entries and exits are scripted, as are important movements. Script is professional.	Script highlights actors dialogue and includes most stage directions; camera angles and some use of post-editing requirements.	Script has flaws. Script does not always identify what the actors are to say and do. Script shows an attempt at planning, but seems incomplete.	There is no or very limited script. Actors are expected to invent what they say and do as they go along.
Production Considerations	Plan shows evidence of good composition. A variety of shot types are used in an appropriate manner/Equipment Considerations	Most shots are well framed. A variety of shot types are used. Locations are researched and some equipment considerations have been explored.	Few shots are well framed. Two – three shot types are used. Locations have briefly been explored and equipment ideas require deeper thought.	Many shots are poorly framed. Only one or two shot types are used. Limited to no considerations of location requirements. Lacking/No

	fully explored.			equipment.
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