



# RUBRIC: CINEMANIA

Live Performance at State Championship  
Team Event  
ONE TEAM PER SCHOOL WITH ONE TITLE ONLY MAY APPLY

Cinemanía is just that -- Mania to produce a video less than three minutes in 48 hours after receiving an email with the rules and information. Once the video is finished, post online.

First and second place will be recognized at the State Championship Awards.

### What the STLP Coordinator/Coach/ should do:

- Share the rubric with students
- A school may approach the event in two ways. Within the 48 hour time limit:
- One team creates the one video using the prompt
- OR many teams create a video using the prompt- judge all- and decide the one final entry to represent the school
- Videos must not make unauthorized use of copyrighted property from any other film, song, or composition
- Videos must not exploit children or animals
- Videos and students must adhere to school Acceptable Use Policies (AUP)
- Students must use their own equipment
- Make sure to not ID any student name or school/ district name in any way in the video
- All entries must be three minutes or less. Films over three minutes will not be scored.

### What the student should do:

- Review the rubric
- Be ready to create the video with the elements included on the email
- Create the video making use of proper ethic and copyright use,
- Adhere to time limits. All entries must be three minutes or less. Video over three minutes will not be scored.
- Videos must not make unauthorized use of copyrighted property from any other film, song, or composition; students adhere to Acceptable Use Policies (AUP), Videos must not exploit children or animals
- Edit and post the video for judges viewing

### What did Cinemanía entries from 2015 look like?

Visit <http://kentuckycinemanía.org> to view past submissions

STATE CHAMPIONSHIP	CRITERIA	POINTS EARNED
<b>COPYRIGHT</b>	Intellectual property is respected; Copyright rules are followed for audio or text; Any text, audio or images are school appropriate	0 5 10
<b>CONTENT</b>	Scrip/story is original, creative and coherent	1 2 3 4 5
<b>AESTHETICS</b>	Visual creativity, cinematography – lighting, music, voice	1 2 3 4 5
<b>TECHNICAL EXCELLENCE</b>	Camera operation, editing, effective use of special effects, effective use of titles	1 2 3 4 5
<b>USE OF ELEMENTS</b>	Used as many elements as possible on prompt; creativity in script writing	1 2 3 4 5
<b>FINAL PRODUCTION</b>	Overall impression, enjoyment factor, cohesiveness, audience appeal	1 2 3 4 5
	<b>TOTAL SCORE OUT OF 35:</b>	