

04. Assessment Rubric

Stage One and Two Assessment Rubric

Band	Script/Synopsis	Finance Plan/Budget	Audience/Distribution Plan
<p>1</p> <p>16-18 marks</p>	<ol style="list-style-type: none"> Highly original premise and treatment of subject matter Demonstrably relevant and urgent premise or theme Masterfully written with clear understanding and execution of plotting, pacing and structuring Astutely observed and constructed characters and story world Read delivers a feeling of freshness, authenticity and anticipation to read more 	<ol style="list-style-type: none"> Finance Plan/Budget is accurate relative to script/vision Finance Plan/Budget is definitely achievable Well-presented budget with all major costs included suggests strong understanding of financing/physical production Financing strategy includes innovative confirmed and pending partnerships Gap includes target partnerships pending or in process 	<ol style="list-style-type: none"> Primary, secondary and tertiary target demographics identified and outlined accurately Pathway to target demographic is highly creative, innovative and achievable Distribution pathway aligns with content vision Immediate team or partners will be able to execute distribution or marketing strategy Risks are accurately identified and contingency measures included
<p>2</p> <p>13-15 marks</p>	<ol style="list-style-type: none"> Original premise and treatment demonstrates innovation Relevant premise or theme Well written with good command of plotting, pacing and structuring Distinct characters and a well-drawn story world Read delivers a feeling of satisfaction and willingness to read more 	<ol style="list-style-type: none"> Mostly accurate Finance Plan/Budget relative to script/vision Finance Plan/Budget may be achievable Good budget with most major costs included suggests strong understanding of financing/physical production Financing strategy outlined includes accurate target partners Gap outlines list of accurate target partners 	<ol style="list-style-type: none"> Target demographics outlined Pathway to target demographic is achievable Distribution pathway matches content vision Immediate team will require assistance to execute distribution strategy however contingency plan outlined Risks are identified but no contingency measures included
<p>3</p> <p>10-12 marks</p>	<ol style="list-style-type: none"> Clear premise and treatment demonstrates some markers of innovation Limited appeal of premise or theme Solidly written with overall command of plotting, pacing and structuring Characters and story world adequately defined Read delivers a feeling of mild indifference 	<ol style="list-style-type: none"> Script/Vision will require scaling to meet budget Finance Plan/Budget is reasonable Finance Plan/Budget features miscalculated elements suggesting moderate understanding of financing/physical production Financing strategy outlined with some accurate target partners Gap does not exceed identified funding sources 	<ol style="list-style-type: none"> Target demographics outlined but indistinct or inaccurate Pathway to target demographic is questionable Distribution pathway close to content vision Immediate team will require assistance to execute distribution strategy and no contingency plan outlined Some risks identified
<p>4</p> <p>7-9 marks</p>	<ol style="list-style-type: none"> Unoriginal premise and staid treatment of subject matter Subject feels out of step with current context Unfocused plotting, laboured pacing and unplanned or sprawling structure Characters and story world are indistinct or unbelievable Read delivers an overall feeling of boredom 	<ol style="list-style-type: none"> Script/Vision will require major overhaul to meet budget Finance Plan/Budget is unrealistic Finance Plan/Budget includes major oversights, suggesting weaker understanding of financing/physical production Financing strategy represents magical rather than strategic thinking Gap exceeds identified sources of finance 	<ol style="list-style-type: none"> Target demographics are inappropriate or poorly researched Pathway to target demographics is unachievable Distribution pathway is at odds with vision Immediate team or partner network will struggle to execute distribution or marketing strategy Most risks unidentified
<p>5</p> <p>0-6 marks</p>	<ol style="list-style-type: none"> Premise is ill-defined and treatment of subject matter is substandard Irrelevant, inappropriate or offensive theme Poorly written with little understanding of plotting, pacing and structuring Poorly drawn characters and story world Read delivers an overall feeling of frustration or confusion 	<ol style="list-style-type: none"> Script, vision and budget do not match Finance Plan/Budget is highly unrealistic Finance Plan/Budget suggests a poor understanding of financing/physical production Financing strategy is confusing or absurd Gap is more than 70% of total budget 	<ol style="list-style-type: none"> Target demographics not outlined Pathway to target demographic is confusing or non-existent Distribution pathway is arbitrary or non-existent Team will be unable to execute distribution or marketing strategy All major risks unidentified