AIA Film Challenge 2022 rubric

This rubric outlines how Spence will review your submission to determine if your film advances in the competition.

Your film must meet the criteria outlined in section 1 to move on. If all criteria in section 1 are met, your film will be evaluated on its adherence to prompt and architectural placement, storytelling, and technical merit (section 2).

In section 2, films can receive between 3 and 15 total points. Based on these scores, the top 10 films will place as finalists and move on to evaluation by the judging panel.

The top scoring 50 films will advance to public voting. In the event of a tie, Spence will bring in a tie-breaking judge.

The judging panel will use section 2 of this rubric during their evaluation of the finalist films to select the Grand Prize, Runner Up, and Third Place films.

AIA Film Challenge

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Section 1.
Submission requirements

Your film must meet the criteria outlined here to move on.

- Adheres to the prompt:
  The AIA Film Challenge 2021 calls for stories of architects working with civic leaders to design sustainable, equitable communities.

- Timeframe is 1:30-3:00 minutes

- AIA Film Challenge logo is included

- Documentary-style (narrative elements, lower thirds, etc.)

- At least one architect is featured

Section 2.
Judging criteria rubric

OVERVIEW

	1	2	3	4	5
Adherence to prompt & architectural placement	The film does not adhere to the prompt at all	The film does not explicitly adhere to the prompt	The film some-what adheres to the prompt	The film mostly adheres to the prompt	The film definitely adheres to the prompt
Storytelling	The story is impossible to follow	The story is hard to follow & is not engaging	The story is somewhat easy to follow	The story is mostly easy to follow	The story is definitely easy to follow
Technical merit	The technical elements are below average	The technical elements are average	The technical elements are good	The technical elements are great	The technical elements are exemplary

Adherence to prompt & architectural placement

Storytelling

Technical merit

*Your film may receive a half point if it falls between two categories.

Does the film adhere to the 2022 prompt?*

1 point: **The film does not adhere to prompt at all.** The subject of the film is not architecture as a solution.

2 points: **The film does not explicitly adhere to the prompt.** Architecture is the main subject of the film, but several elements of the prompt are missing, or not easily understood.

3 points: **The film somewhat adheres to the prompt.** An architectural project is featured, but it is not obvious how the project contributes to a sustainable or equitable community. The role between architect(s) and civic leader(s) is not clear.

4 points: **The film mostly adheres to the prompt** and tells the story of architecture as a solution. It is obvious that the project contributes to a sustainable or equitable community. The partnership between architect(s) and civic leader(s) is not clear. The role of the architect(s) in achieving the outcome is not clear.

5 points: **The film definitely adheres to the prompt** and portrays a sustainable or equitable architectural project in an original, engaging, entertaining way. The partnership between architect(s) and civic leader(s) is obvious and clear. The role of the architect(s) in achieving the outcome is clear.

Adherence to prompt & architectural placement

Storytelling

Technical merit

Does the film tell an inspiring story in an original, engaging, and entertaining way?*

1 point: **The story is impossible to follow.** There is no narrative arc.

2 points: **The story is hard to follow and is not engaging.** The viewer does not fully grasp the subject or the roles of the people featured. It does not hold the viewer's attention.

3 points: **The story is somewhat easy to follow,** but it does not present the subject in an interesting way.

4 points: **The story is mostly easy to follow** and well-crafted but lacks an original viewpoint.

5 points: **The story is definitely easy to follow,** compelling, cohesive, and well-crafted. The story is unique and holds the viewer's attention.

*Your film may receive a half point if it falls between two categories.

Adherence to prompt & architectural placement

Storytelling

Technical merit

Does the cinematography, editing, and visual approach enhance the story?*

1 point: **The technical elements of the film are below average.** It is difficult for the viewer to understand the subject of the video because the technical quality of the submission, such as audio levels, lighting, and editing are unsatisfactory.

2 points: **The technical elements of the film are average.** Audio levels, lighting, color correction, editing, and shot composition are okay.

3 points: **The technical elements of the film are good.** Some of the elements (audio levels, lighting, color correction, editing, and story composition) are good, but other elements are below average.

4 points: **The technical elements of the film are great.** Audio levels, lighting, color correction, editing, and story composition are satisfactory, but not interesting to the viewer.

5 points: **The technical elements of the film are exemplary.** The submission was shot and edited in a creative, unique way. The technical elements enhance the well-crafted story, keeping the viewers' attention through the end of the film.