

VIDEO QUALITY

	Excellent 4 points	Good 3 points	Average 2 points	Fair 1 point	JUDGE SCORE
1. Exposure/Focus/ Color	Quality of exposure was excellent; the images are sharp, in focus and the lighting is highly effective to accurately tell the story.	The quality of the exposure/focus was good, although a few shots were blurry or did not come across clearly.	The quality of the exposure was average, the lighting was good and most of the images came across clearly.	The quality of the exposure was basic, several images were blurry, or lighting was either too bright or too dark.	
2. Audio	Effective & balanced approach to sound throughout the video. Excellent judgement and appropriate use of silence and music / audio to capture the message.	The audio balance between background music and speaking parts was effective. Good judgement and appropriate use of silence and music / audio to capture the message.	Average use of background music, silence and speaking parts were used to shape the message. The audio didn't stand out one way or another or impact the overall message.	Audio levels were too loud or too soft, or picked up a great deal of background noise which made it difficult for the viewer to hear.	
3. Editing / Clean Transitions / Synchronizations*	Excellent use of video effects; editing and transitions are clear and there is high quality synchronization between the sound and video content.	Editing between scenes is strong, good transitions from scene to scene.	The editing and transitions between slides is average.	The editing was clunky. Inappropriate transitions between scenes.	
/ Composition	Excellent use of capturing the composition of movement and angles to make the story come to life. Advanced ability & unique perspective to allow the film to tell the story.	Camera technique is good and the composition of scenes tell a story. Angles and movement could be captured in a way to make the story come to life better.	The camera technique is of average skill and the composition does not stand out to the viewer.	Some evidence of thoughtful camera technique but captured intermittently. Most scenes were filmed at a basic level.	

VIDEO CONTENT

	Excellent 4 points	Good 3 points	Average 2 points	Fair 1 point	JUDGE SCORE
1. Effectiveness	Extraordinary job at captivating the attention of the audience and activating a clear message that evokes emotion. It translates an important message.	Good job capturing the attention of the audience. The message stood out and evoked emotion.	The content captured the attention of the audience. More could have been done to evoke emotion and share the content theme.	The content needed more attention to detail. Could have done a better job at connecting to the audience and delivering the overall message.	
2. Content	The video content clearly addressed the primary question and provided many specific examples and supports.	The video content mostly addressed the primary question and provided general examples.	The video content somewhat addressed the primary question and provided vague examples.	The video content partially addressed the primary question, but no examples provided.	
3. Creativity and Originality	Extremely creative, clever and original.	Creative messaging and original content were displayed.	Average amount of creativity and originality.	The creativity was basic. Little originality was included.	
4. Realistic visual imagery provided	Visual imagery was believable and realistic, and enhanced the message being portrayed.	Most of the imagery was realistic and believable.	An average amount of realistic imagery was provided.	A fair amount of realistic visual imagery was provided.	