

CATEGORY	4 Distinguished	3 Accomplished	2 Developing	1 Beginning
Objective <input type="checkbox"/>	Video is compelling and purpose of project is clearly accomplished. Audience-appropriate for both objective and purpose of project.	Video accomplishes purpose of project. Audience appropriate for objective of project.	Purpose/Audience suggested but unclear.	Purpose/Audience of project has not been identified. Video does not match purpose.
Content <input type="checkbox"/>	Covers environmental topic in depth with details and examples. Subject knowledge is excellent.	Includes essential knowledge about the topic. Subject knowledge appears to be good.	Includes essential information about the topic but there are 1-2 factual errors.	Content is minimal OR there are several factual errors.
Creativity <input type="checkbox"/>	Superior creative skill. Exceptional level of innovation and originality.	Obvious use of imagination. Displays use of creativity, innovation and/or originality.	Slight effort was made to be innovative, imaginative, or creative.	There was no attempt at utilizing imagination/creativity or innovation.
Local Relevance <input type="checkbox"/>	The film is about and extremely relevant to Southeast Michigan.	The film is relevant to Southeast Michigan.	The film is not about but is still relevant to Southeast Michigan.	Film is not about or relevant to Southeast Michigan
Camera Techniques <input type="checkbox"/>	Outstanding camera work. Varying use of shots and angles that impact look of project.	Video is focused and steady. A variety of camera techniques implemented throughout project.	Camera is occasionally out of focus or shaky. Techniques distract from the project.	Camera out of focus or shaky. Little attention paid to camera's relation to subject.
Audio/Sound <input type="checkbox"/>	Audio is flawless; excellent balance of sound, music and ambient noise. Every precaution was taken to collect ideal sound.	Important sounds and dialogue are captured. Continuity in audio playback and integration of ambient noise/music.	Audio occasionally inaudible and/or lacks continuity. An attempt is made to ensure that quality dialogue is captured.	Little attention was paid to ensuring quality sound during the shoot. Audio inaudible.
Editing <input type="checkbox"/>	Project flows exceptionally well. Transitions are creative and editing is of the highest quality.	Edits are unnoticeable. Transitions are not overused and reflect signs of creativity in their usage.	Edits inconsistent and/or distracting at times. Use of transitions is abrupt.	Few to no transitions. No Edits. Unnatural breaks in audio/video that distract.
Messaging <input type="checkbox"/>	Environmental message was clear. Varied techniques were used to get message across and capture audience.	Imagination was used in conveying an environmental message.	Thought was given to an environmental message but it was not well portrayed.	No apparent message with solution.

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Solution <input type="checkbox"/>	The project/ environmental solution proposed in the short film could easily be replicated for other schools/ youth in Southeast Michigan. The project portrayed in short film has great relevance to youth in SE Michigan.	The project/ environmental solution proposed in the short film could be replicated for other schools/ youth in Southeast Michigan.	The project/ environmental solution proposed in the short film could be replicated for other schools/ youth in Southeast Michigan but may be difficult for others to implement.	The project/ environmental solution proposed in the short film could not be replicated for other schools/ youth in Southeast Michigan.
Script <input type="checkbox"/>	Script is complete and it is clear what each actor will say and do. Entries and exits are scripted, as are important movements. Script is quite professional.	Script is complete and actors have a good idea what they are doing.	Partially scripted and actors have some idea of what they are doing.	No script
Teamwork <input type="checkbox"/>	Students meet and discuss regularly. Most students contribute to the discussion and are listened to respectfully. All team members contribute a fair share of the work.	Obvious that students met – and that there was communication among team members.	Appear that others were involved in the film – but not clear how they worked together.	No teamwork
Total <input type="checkbox"/>				

Name of Project	
Total points	
Judge name	
Additional comments:	