

## Assessment Matrix - Judging Criteria

CATEGORY	4	3	2	1
<b>Relevance to the theme: How well does the film incorporate the theme “Small Action. Big Impact.”</b>	The film demonstrated a complex understanding of the theme. Content-specific language is used fluently.	The film demonstrated a good understanding of the theme. Content-specific language is used most of the time.	The film demonstrated a poor understanding of the theme. Content-specific language is used sometimes.	The film’s theme was not addressed. Does not include language applicable to the theme.
<b>Creativity: How well does the video draw in the viewer and keep their attention?</b>	Viewer is left with a strong understanding of the topic, will remember the film, and feels like they want to learn more. Film is very engaging to watch. Composition and technical production enhance the topic.	Viewer is left with general understanding and will remember the film. Film is engaging to watch. Composition and technical production mostly enhance the topic.	Viewer mostly understands the topic and might remember the film. Some introduced themes/topics may distract from message. Film is not very engaging to watch. Composition and technical production sometimes distract from the topic.	Presentation is unclear on the topic. Film is not very engaging to watch. Composition and technical production distract from the topic.
<b>Technical Skills: What is the overall quality of production (including visual and sound elements)?</b>	Use of imagery, lighting, framing, sound, sequencing, acting and music is relevant and enhances the film. Final product is very professional looking and flows well.	Use of imagery, lighting, framing, sound, sequencing, acting and music is sound and enhances the film. Final product is somewhat professional looking and mostly flows well.	Use of imagery, lighting, framing, sound, sequencing, acting and music needs improvement. Final product is not very professional looking and doesn’t flow well.	Use of imagery, lighting, framing, sound, sequencing, acting and music are of poor quality. Final product is not very professional looking and disjointed.
<b>Environmental message: Does the film explain why it is important to recycle your old mobile phone?</b>	The film demonstrates a complex understanding of mobile phone recycling. Information presented is accurate and well researched. The call to action is clear.	The film demonstrates a good understanding of mobile phone recycling. Information presented is factual and adequately researched. The call to action is partially clear.	The film demonstrates a basic understanding of mobile phone recycling. Information presented is partially accurate and researched. The call to action is not very clear.	The film demonstrates poor understanding of mobile phone recycling. Information presented is not accurate. The call to action is not clear.