

Assessment Matrix - Judging Criteria

CATEGORY	5	4	3	2	1
Relevance to the theme: How well does the film incorporate the theme “Protect the Planet”	The film demonstrated a complex understanding of the theme. Content-specific language is used fluently.	The film demonstrated strong understanding of the theme. Content-specific language is used consistently.	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.
Creativity: How well does the video draw in the viewer and keep their attention?	Viewer is left with a strong understanding of mobile phone recycling. They will remember the film and feels like they want to learn more. Film is very engaging to watch.	Viewer is left with a good understanding of mobile phone recycling. They will remember the film and want to learn more. Film is engaging to watch.	Viewer is left with general understanding of mobile phone recycling. They will remember the film. Film is engaging to watch.	Viewer mostly understands mobile phone recycling. They might remember the film. Some introduced themes/topics may distract from message. Film is not very engaging to watch.	Presentation is unclear on mobile phone recycling. Film is not very engaging to watch.
Technical Skills: What is the overall quality of production (including visual and sound elements)?	Use of imagery, lighting, framing, sound, sequencing, acting and music is outstanding and enhances the film. Final product is very professional looking.	Use of imagery, lighting, framing, sound, sequencing, acting and music is relevant and enhances the film. Final product is professional looking.	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.

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<p>Storytelling: How engaging is the story and does it provide dramatic appeal and closure?</p>	<p>The film has a strong plot that propels the story forward. It provides dramatic appeal and closure at the end.</p>	<p>The film has an engaging plot. It provides turning points and story progression.</p>	<p>The film has a clear plot line and is easy to follow. There is a journey to and closure at the end.</p>	<p>The film has a disjointed plot, and the storyline is confusing at times.</p>	<p>The film is difficult to follow and confusing. The storyline does not provide closure at the end.</p>
<p>Environmental message: Does the film explain why it is important to Protect the Planet?</p>	<p>The film demonstrates a complex understanding on why we need to protect the planet. Information presented is accurate and well researched. The call to action is very clear.</p>	<p>The film demonstrates a strong understanding on why we need to protect the planet. Information presented is accurate and researched. The call to action is clear.</p>	<p>The film demonstrates a good understanding on why we need to protect the planet. Information presented is factual and adequately researched. The call to action is partially clear.</p>	<p>The film demonstrates a basic understanding on why we need to protect the planet. Information presented is partially accurate and researched. The call to action is not very clear.</p>	<p>The film demonstrates poor understanding on why we need to protect the planet. Information presented is not accurate. The call to action is not clear.</p>