

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 demonstrates a complex understanding of the theme: "Protect the Planet" . The call to action is very clear and compelling.	The film demonstrates a strong understanding of the theme: "Protect the Planet" . The call to action is clear.	The film demonstrates a good understanding of the theme: "Protect the Planet" . The call to action is partially clear.	The film demonstrates a basic understanding of the theme: "Protect the Planet" . The call to action is not clear.	The film demonstrates poor understanding of the theme: "Protect the Planet" . There is no call to action.
Creativity: How well does the video draw in the viewer and keep their attention?	The film is memorable and compels the viewer to want to learn more about the topic. It is very engaging to watch and contains unique techniques or elements.	The film is memorable and may encourage the viewer to learn more about the topic. It is engaging to watch and contains interesting techniques or elements.	The film is not like to be memorable. It is engaging to watch and viewer will likely watch to the end. It is not very unique.	The viewer might remember aspects of the film. It is not very engaging to watch and viewer may not watch to the end.	The viewer might not remember the film or watch it to the end. It 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.	Some 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.	Some 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. Some introduced themes/topics may distract from message.</p>	<p>The film is difficult to follow and confusing. The storyline does not provide closure at the end.</p>
<p>Environmental understanding</p>	<p>The film demonstrated a complex understanding of the environmental impacts of consuming mobile phones and the benefits of recycling phone materials. Information presented is accurate and well researched. Content-specific language is used fluently.</p>	<p>The film demonstrated strong understanding of the environmental impacts of consuming mobile phones and the benefits of recycling phone materials. Information presented is accurate and researched. Content specific language is used consistently.</p>	<p>The film demonstrated a good understanding of the environmental impacts of consuming mobile phones or the benefits of recycling phone materials. Information presented is factual and adequately researched. Content-specific language is used most of the time.</p>	<p>The film demonstrated a poor understanding of the environmental impacts of consuming mobile phones or the benefits of recycling phone materials. Information presented is partially accurate and researched. Content-specific language is used sometimes.</p>	<p>The film did not demonstrate any understanding of the environmental impacts of consuming mobile phones or the benefits of recycling phone materials. Information presented is not accurate. It does not include any content-specific language.</p>