

	10	6	2
Storyline	<p>Story follows a traditional story arc and/or is easy to follow. Story provides a clear account of the changemaker's work/intended impact and their inspiration for this work.</p>	<p>Story provides an account of the changemaker's work, but lacks transitions or a full story arc. The theme is unclear or not fully developed.</p>	<p>Story is confusing and lacks transitions or a story arc. The theme is unclear or not present.</p>
Video	<p>Video clips are in focus, shots are steady, and clips have been composed creatively to draw your eye to the relevant subject matter. The video includes a creative and diverse mix of close up, medium, and wide shots.</p>	<p>Video clips are mostly (75% or above) in focus, shots are steady, and clips have been composed creatively to draw your eye to the relevant subject matter. Video includes a limited mix of close up, medium, and wide shots.</p>	<p>Video clips are out of focus, and/or shaky. Composition appears unplanned throughout. Video uses shots that appear unplanned.</p>
Lighting	<p>Off-camera lighting or reflectors are used effectively to light the subject. Lighting is even, with subject and background balanced, and/or creative lighting techniques are purposeful to the story.</p>	<p>Lighting is even in most shots, but may have a few shots that are uneven where the subject and background are not balanced.</p>	<p>Lighting is not considered and footage contains lighting errors such as subjects overly backlit or overexposed (without creative justification).</p>

Editing	Interview footage, B-roll, and audio are edited together effectively to tell a cohesive story using transitions and effects appropriately.	Interview footage, B-roll, and audio are edited together a story, but some transitions and/or effects feel disconnected from the tone of the video. B-roll shots are out of sequence or do not always match the content. Pacing is too fast or too slow. Imbalance between A-roll and B-roll.	Editing is disorganized and does not tell a complete story. A-roll and B-roll are not balanced; B-roll is either absent or does not match the content of the story. Film lacks continuity. Pacing is too fast or too slow. Imbalance between A-roll and B-roll.
Audio and Tone	Interview audio is clear and free of background noise. Natural audio in B-roll is clear and used to add texture to the story. Royalty free music track is included and the track sets the appropriate emotional tone for the piece.	Interview audio is clear, but background noise occasionally makes it distracting to hear interviews and/or voiceover. Royalty free music track is included, but the track may be disconnected from the emotional tone for the piece. Natural sound in B-roll is present but may overpower voiceover.	Interview audio levels are inconsistent, making it difficult to understand interviews and/or voiceover. Music is included, but may be non-legal use (not royalty free) and/or the track is very disconnected from the tone of the piece. Natural sound is not used.
Technical Requirements	Film has a running time of three to five minutes. All music and images are properly cited. Student release forms have been submitted for all students involved.	Film is under or over three to five minutes. Music and images are credited, but may be improperly cited. Student release forms have been submitted for all students involved.	Songs are copyrighted or not present. Documentary is very short or very long. Music and images have not been cited. Student release forms have not been submitted.

Students must receive a score of 40 or above to be showcased on the Click Youth Media website. Videos must receive a score of 10 for technical requirements in order to be showcased.