

CRITERIA	ADVANCED	DEVELOPING	EMERGING
MUSIC VIDEO CRITERIA 20%	<ul style="list-style-type: none"> The visual images demonstrated excellent relevance to the music and/or lyrics Lip synching/singing takes place throughout appropriate increments during the video and is performed in a professional manner that demonstrates comprehension of the lyrics. 	<ul style="list-style-type: none"> The visual images showed some relevance to the music and/or lyrics Lip synching / singing takes places periodically and is done fairly well by most members of the group. 	<ul style="list-style-type: none"> The visual images showed little relevance to the music and/or lyrics Lip synching / singing is used sparingly and is often done poorly because group members don't know the lyrics
EDUCATIONAL OBJECTIVE LINK 20%	<ul style="list-style-type: none"> Strong and clear link between educational objective of the topic and the final project 	<ul style="list-style-type: none"> Satisfactory link between educational objective of the topic and the final project 	<ul style="list-style-type: none"> Poor link between educational objective of the topic and the final project
CONCEPT AND DEVELOPMENT 20%	<ul style="list-style-type: none"> Exceptional plot/idea development (focused, logical, sensible) Interest developed and sustained at a high level Story has clear and engaging beginning, middle and end 	<ul style="list-style-type: none"> Satisfactory plot/idea development Interest partially developed but not sustained Story has beginning, middle and end 	<ul style="list-style-type: none"> Unclear or limited concept development Missing pieces of content detracts from message Story does not have beginning, middle or end
VISUAL INTERPRETATION / CREATIVITY 20%	<ul style="list-style-type: none"> Outstanding skill in showing imagination and creativity in content and production techniques Superior attempt in creating a product that shows originality Outstanding and imaginative skill in showing mood, style and artistic interpretation 	<ul style="list-style-type: none"> Adequate skill in showing imagination and creativity Adequate attempt to create original product or concepts Sufficient skill showing mood, style and artistic interpretation using production techniques 	<ul style="list-style-type: none"> Poor attempt at utilising imagination and creativity in content and/or technical manner No attempt to create original product or concepts Little or no attempt to show a mood, style and artistic interpretation using production techniques
TECHNICAL 20% Lighting Audio/Sound Photography Editing Graphics/Titles	<ul style="list-style-type: none"> Lighting creatively and effectively used Audio is flawless and well balanced using ambient sound, music and/or sound effects effectively. Camera work is outstanding using shots and angles to provide impact. Editing is effectively used to enhance message. Graphics/titles are used to enhance the topic or message 	<ul style="list-style-type: none"> Lighting appropriate for message Audio consistent and clear Camera work suitable for message Editing is logical and unobtrusive (transitions used with purpose) Graphics/titles are original and appropriate 	<ul style="list-style-type: none"> Lighting negatively impacted the video Inconsistent audio/sound Camera occasionally out of focus or shaky Edited pieces of video are not placed in logical order and/or do not support message. Graphics/titles unrelated or poorly done

NOTE: All entries should be of a 'General' rating, with content and in particular lyrics suitable to be shown to all Primary School aged children.