

CRITERIA	ADVANCED	DEVELOPING	EMERGING
<b>STORY TELLING CRITERIA</b> 25%	<ul style="list-style-type: none"> <li>● Exceptional plot, which is focussed, logical and sensible.</li> <li>● Story has a clear and engaging beginning, middle and end.</li> <li>● Interest developed and sustained at a high level</li> </ul>	<ul style="list-style-type: none"> <li>● Satisfactory plot development</li> <li>● Story has a beginning, middle and end.</li> <li>● Interest partially developed but not sustained.</li> </ul>	<ul style="list-style-type: none"> <li>● Unclear or limited plot development.</li> <li>● Story does not have beginning, middle and /or end.</li> <li>● Missing pieces of content detracts from message.</li> </ul>
<b>EDUCATIONAL OBJECTIVE LINK</b> 25%	<ul style="list-style-type: none"> <li>● Strong and clear link between educational objective of the topic and the final project</li> </ul>	<ul style="list-style-type: none"> <li>● Satisfactory link between educational objective of the topic and the final project</li> </ul>	<ul style="list-style-type: none"> <li>● Poor link between educational objective of the topic and the final project</li> </ul>
<b>CREATIVITY</b> 25%	<ul style="list-style-type: none"> <li>● Outstanding skill in showing imagination and creativity in content and production techniques</li> <li>● Superior attempt in creating a product that shows originality</li> <li>● Outstanding and imaginative skill in showing mood, style and artistic interpretation</li> </ul>	<ul style="list-style-type: none"> <li>● Adequate skill in showing imagination and creativity</li> <li>● Adequate attempt to create original product or concepts</li> <li>● Sufficient skill showing mood, style and artistic interpretation using production techniques</li> </ul>	<ul style="list-style-type: none"> <li>● Poor attempt at utilising imagination and creativity in content and/or technical manner</li> <li>● No attempt to create original product or concepts</li> <li>● Little or no attempt showing a mood, style or artistic interpretation using production techniques</li> </ul>
<b>TECHNICAL</b> 25%  Lighting  Audio/Sound  Photography  Editing  Graphics/Titles	<ul style="list-style-type: none"> <li>● Lighting creatively and effectively used</li> <li>● Audio is flawless and well balanced using ambient sound, music and/or sound effects effectively.</li> <li>● Camera work is outstanding using shots and angles to provide impact.</li> <li>● Editing is effectively used to enhance message.</li> <li>● Graphics/titles are used to enhance the topic or message.</li> </ul>	<ul style="list-style-type: none"> <li>● Lighting appropriate for message</li> <li>● Audio consistent and clear</li> <li>● Camera work suitable for message</li> <li>● Editing is logical and unobtrusive (transitions used with purpose)</li> <li>● Graphics/titles are original and appropriate</li> </ul>	<ul style="list-style-type: none"> <li>● Lighting negatively impacted the video</li> <li>● Inconsistent audio/sound</li> <li>● Camera occasionally out of focus or shaky</li> <li>● Editing pieces of video are not placed in logical order and/or do not support message.</li> <li>● Graphics/titles unrelated or poorly done</li> </ul>

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