

CRITERIA	ADVANCED	DEVELOPING	EMERGING
PERFORMANCE CRITERIA 20%	<ul style="list-style-type: none"> The visual images demonstrated excellent relevance to the music and/or lyrics, or tells a story which follows the music 	<ul style="list-style-type: none"> The visual images showed some relevance to the music 	<ul style="list-style-type: none"> The visual images showed little relevance to the music and / or 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 	<ul style="list-style-type: none"> Satisfactory plot / idea development Interest partially developed but not sustained 	<ul style="list-style-type: none"> Unclear or limited concept development Missing pieces of content detracts from message
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% <i>Lighting</i> <i>Audio / Sound</i> <i>Photography</i> <i>Editing</i> <i>Graphics / Titles</i>	<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

