



Criteria For Scoring

A. Content and Organization (All Production Types)

Creativity/Originality	Provides fresh, meaningful & interesting insights into the subject of the production.
Emotional Impact/Attitude	Heightens viewer attention and interest. Touches human emotions or feelings. Has a strong effect. Most podcasts should have a professional serious attitude throughout (Humor is great, but just being silly, isn't).
Organization	Shows a clear and obvious planning through all parts of the production.
Continuity/Structure	Shows that the information or story is paced and developed in a way that keeps viewers interested and helps them understand the meaning.
Purpose	Achieves its stated purpose.

B. Technical Quality

Audio (All with sound)	Background music and sound effects (if present) balance with speaking voices, and are appropriate to content. There is a minimum of hiss or extra noise.
Vocal Quality (All with narration)	The vocal performers speak clearly, and at an appropriate speed. They are lively and enthusiastic. Speaking voices are clear and easy to understand.
Editing/Transitions (Podcasts, Live-Action Video, Sequential Stills)	Scene changes are smooth and appropriately placed. Cuts/transitions used are appropriate and do not distract the audience. Images (if included) are appropriate, easily understood, and add useful information.



Criteria For Scoring

Timing/Flow/Synchronization (All) Fluid Movements (animation)	The narration and visuals move at a suitable pace. Length is right for the amount of information (not too short, not too long). Animated objects move smoothly.
Visual/Emotional Impact (All productions except podcasts)	Heightens viewer attention and interest. Touches human emotions or feelings. Has a strong visual effect.
Grammar/Punctuation/Spelling (All with text or audio)	Onscreen text is correct (taking into account the grade of the producers).
Focus/Lighting (All productions except podcasts)	The image is clear and the lighting is appropriate for the desired mood.
Camera Techniques (All productions using cameras)	The angle of the shot is effective in showing the subject and action appropriately. A tripod was used if it was needed.
Composition/Clarity/Color (All productions except podcasts)	The elements within a scene (the main subject, supporting subjects, foreground and background) are arranged in a pleasing way. The images, graphics, and fonts are clear. The color palette and the contrasts between dark and light are appropriate for the desired mood.

C. General Effectiveness

An overall evaluation of the production based on the above criteria combined with the considered judgment of the evaluator.