

Digital Media Festival of the Genesee Valley Educational Partnership

Judges Rubric for **AUDIO** Category

(Use this rubric for book talks, commentaries, interviews, news programs, radio plays or Voicethreads.)

Title of Entry: _____ Grade Level: ____

	Exemplary (4)	Excellent (3)	Good (2)	Basic (1)
Aesthetics/ Presentation	<ul style="list-style-type: none"> Project is original, creative and unique. Project is inspiring/invokes emotion. 	<ul style="list-style-type: none"> Project is entertaining and imaginative. 	<ul style="list-style-type: none"> Project piqued interest, but didn't really sustain that interest for the duration. 	<ul style="list-style-type: none"> Project is simplistic and ordinary.
Organization/ Formatting	<ul style="list-style-type: none"> Project has a coherent structure and presentation is neat and organized. 	<ul style="list-style-type: none"> Project has a coherent structure, but presentation lacks a clear beginning or ending. 	<ul style="list-style-type: none"> Project has structure that is difficult to follow and presentation is not fully organized. 	<ul style="list-style-type: none"> Project is unorganized and does not have an identifiable structure.
Technical Aptitude <ul style="list-style-type: none"> Audio clarity Pacing Accompanying media (photos) Editing 	<ul style="list-style-type: none"> Project displays a mastery of the medium. Project took risks with technical complexities (i.e. background music, accompanying photos, etc.) which are perfectly executed. 	<ul style="list-style-type: none"> Project took risks with complex techniques (i.e. background music, accompanying photos, etc.) with few problems. 	<ul style="list-style-type: none"> Project shows minimal technical complexities (i.e. background music, accompanying photos, etc.). 	<ul style="list-style-type: none"> Project is technically simple and shows a basic understanding of the medium.
Ethics	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience and beyond. All sources of information and/or imagery not created by applicants are properly cited. 	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience. All sources of information not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation might be difficult to understand by intended audience. Some sources of information and/or imagery not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation is not appropriate for intended audience. Sources of information and/or imagery not created by applicants are not cited.

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Judges Rubric for **IMAGES** Category

(Use this rubric for CAD projects, computer art, floor plans, landscapes, maps, photo montages, portraits, posters, or product packaging.)

Title of Entry: _____ Grade Level: _____

	Exemplary (4)	Excellent (3)	Good (2)	Basic (1)
Aesthetics/ Subject Matter	<ul style="list-style-type: none"> Project is original, creative and unique. Project is inspiring/invokes emotion. The principles of art (balance, color scheme, texture, etc.) are well thought out, give depth, and enhance the project as a whole. 	<ul style="list-style-type: none"> Project is entertaining and imaginative. The principles of art (balance, color scheme, texture, etc.) complement the project. 	<ul style="list-style-type: none"> Project piqued interest, but didn't really sustain that interest for the duration. The principles of art (balance, color scheme, texture, etc.) are present, but underdeveloped. 	<ul style="list-style-type: none"> Project is simplistic and ordinary. No thought given to the principles of art.
Composition/ Organization	<ul style="list-style-type: none"> Organized structure invites focal movement that leads the viewer to an intentional focal resting point. 	<ul style="list-style-type: none"> Focal elements are present, but do not work in concert together. 	<ul style="list-style-type: none"> One of the focal elements is missing from the piece (Project does not invite focal movement or does not contain a focal resting point). 	<ul style="list-style-type: none"> Project does not contain a focal resting point, nor does it invite focal movement.
Technical Aptitude <ul style="list-style-type: none"> Clarity and quality of visuals Mixed media Editing 	<ul style="list-style-type: none"> Project displays a mastery of the medium. Project took risks with technical complexities (i.e. lighting or graphic effects, etc.) which are perfectly executed. 	<ul style="list-style-type: none"> Project took risks with complex techniques (i.e. lighting or graphic effects, etc.) with few problems. 	<ul style="list-style-type: none"> Project shows minimal technical complexities (i.e. lighting or graphic effects, etc.). 	<ul style="list-style-type: none"> Project is technically simple and shows a basic understanding of the medium.
Ethics	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience and beyond. All sources of information and/or imagery not created by applicants are properly cited. 	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience. All sources of information not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation might be difficult to understand by intended audience. Some sources of information and/or imagery not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation is not appropriate for intended audience. Sources of information and/or imagery not created by applicants are not cited.

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Judges Rubric for **PUBLICATIONS** Category

(Use this rubric for advertisements, blogs, Glogsters, graphic novels, magazines, newsletters, pamphlets, web sites, or wiki's.)

Title of Entry: _____ Grade Level: ____

	Exemplary (4)	Excellent (3)	Good (2)	Basic (1)
Aesthetics/ Presentation	<ul style="list-style-type: none"> Project is original, creative and unique. Project is inspiring/invokes emotion. 	<ul style="list-style-type: none"> Project is entertaining and imaginative. 	<ul style="list-style-type: none"> Project piqued interest, but didn't really sustain that interest for the duration. 	<ul style="list-style-type: none"> Project is simplistic and ordinary.
Organization/ Formatting	<ul style="list-style-type: none"> Project has a coherent structure and presentation is neat and organized. 	<ul style="list-style-type: none"> Project has a coherent structure, but presentation lacks a clear beginning or ending. 	<ul style="list-style-type: none"> Project has structure that is difficult to follow and presentation is not fully organized. 	<ul style="list-style-type: none"> Project is unorganized and does not have an identifiable structure.
Technical Aptitude <ul style="list-style-type: none"> Formatting (Readability, white space, etc.) Editing (Spelling, Grammar, etc.) Graphical Clarity (photos) 	<ul style="list-style-type: none"> Project displays a mastery of the medium. Project took risks with technical complexities (i.e. embedded photos, links, etc.) which are perfectly executed. 	<ul style="list-style-type: none"> Project took risks with complex techniques (i.e. embedded photos, links, etc.) with few problems. 	<ul style="list-style-type: none"> Project shows minimal technical complexities (i.e. embedded photos, links, etc.). 	<ul style="list-style-type: none"> Project is technically simple and shows a basic understanding of the medium.
Ethics	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience and beyond. All sources of information and/or imagery not created by applicants are properly cited. 	<ul style="list-style-type: none"> Presentation is easy to understand by intended audience. All sources of information not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation might be difficult to understand by intended audience. Some sources of information and/or imagery not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> Presentation is not appropriate for intended audience. Sources of information and/or imagery not created by applicants are not cited.

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Judges Rubric for **VIDEO** Category

(Use this rubric for animations, Animotos, informational pieces, music videos, satires, stop motion or talkies.)

Title of Entry: _____ Grade Level: ____

	Exemplary (4)	Excellent (3)	Good (2)	Basic (1)
Aesthetics/ Presentation	<ul style="list-style-type: none"> • Project is original, creative and unique. • Project is inspiring/invokes emotion. 	<ul style="list-style-type: none"> • Project is entertaining and imaginative. 	<ul style="list-style-type: none"> • Project piqued interest, but didn't really sustain that interest for the duration. 	<ul style="list-style-type: none"> • Project is simplistic and ordinary.
Organization/ Formatting	<ul style="list-style-type: none"> • Project has a coherent structure and presentation is neat and organized. 	<ul style="list-style-type: none"> • Project has a coherent structure, but presentation lacks a clear beginning or ending. 	<ul style="list-style-type: none"> • Project has structure that is difficult to follow and presentation is not fully organized. 	<ul style="list-style-type: none"> • Project is unorganized and does not have an identifiable structure.
Technical Aptitude <ul style="list-style-type: none"> • Audio/video clarity • Pacing • Editing • Titles/Credits • Transitions 	<ul style="list-style-type: none"> • Project displays a mastery of the medium. • Project took risks with technical complexities (i.e. background music, titles, etc.) which are perfectly executed. 	<ul style="list-style-type: none"> • Project took risks with complex techniques (i.e. background music, titles, etc.) with few problems. 	<ul style="list-style-type: none"> • Project shows minimal technical complexities (i.e. background music, titles, etc.). 	<ul style="list-style-type: none"> • Project is technically simple and shows a basic understanding of the medium.
Ethics	<ul style="list-style-type: none"> • Presentation is easy to understand by intended audience and beyond. • All sources of information and/or imagery not created by applicants are properly cited. 	<ul style="list-style-type: none"> • Presentation is easy to understand by intended audience. • All sources of information not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> • Presentation might be difficult to understand by intended audience. • Some sources of information and/or imagery not created by applicants are cited, but not properly. 	<ul style="list-style-type: none"> • Presentation is not appropriate for intended audience. • Sources of information and/or imagery not created by applicants are not cited.