Judging Rubric

Eligibility: Does the video follow the guidelines? *Need all to continue*

- Were signed media release forms submitted for all video participants? [Yes]
- Was the online entry form completed in its entirety? [Yes]
- Is the video 60 seconds or less? [Yes]
- Is the lead producer part of a Registered Apprenticeship? [Yes]
- Are any copyrighted materials used in the video? [No]
- Is any portion of the video inappropriate? [No]
Effectiveness: Does the video inspire others to become youth apprentices?

50% Content Quality
Does the video explain what benefits the lead producer has received from youth apprenticeship?

3 Points: Yes, it is clear how youth apprenticeship has benefited the lead producer.

2 Points: The benefits of youth apprenticeship to the lead producer are somewhat alluded to.

1 Point: It is unclear how youth apprenticeship has benefited the lead producer.

Does the video inspire others to consider youth apprenticeship?

3 Points: Yes, a viewer is left feeling that youth apprenticeship could be an opportunity for them.

2 Points: The viewer is left feeling mildly interested in youth apprenticeship.

1 Point: No, the viewer is left uninspired and uninterested in youth apprenticeship.

40% Memorable / Creative
How well does the video keep the attention of the viewer?

3 Points: The video is lively and keeps a viewer’s attention from beginning to end.

2 Points: The video is adequate at maintaining a viewer’s attention.

1 Point: The video is unengaging, or the viewer loses interest before the end of the video.
How creative is the video?

**3 Points:** The video uses creative or original storytelling, visual elements, or other features to enhance the message.

**2 Points:** The video uses minimal creative elements to enhance the message.

**1 Point:** The video lacks creativity or originality, or the elements used detract from the message.

**10% Production**

Are the audio and visual components clear and easy to understand?

**3 Points:** Both audio and visual are clear and easy to understand.

**2 Points:** Either the audio or the visual content is challenging to understand (including typos).

**1 Point:** Both audio and visual are challenging to understand or of poor quality (including typos).

How well executed are the edits and transitions in the video?

**3 Points:** Transitions and edits are smooth and well timed.

**2 Points:** Transitions and edits are rudimentary.

**1 Point:** Transitions and edits are nonexistent or poorly executed.

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