

Video Evaluation Guide

The following guidelines describe the characteristics of a professional-quality video. While Envirothon teams aren't expected to have had advanced video training or have access to professional-grade equipment or software, many of these elements are attainable with some self-study, planning, and creativity. Evaluators are asked to look for these characteristics in team videos.

Team Name:

Rating Scale

Excellent	Very good	Good	Satisfactory	Needs work
5	4	3	2	1

1. **Planning** – The video is well-planned with the intended audience in mind. It has structure, its purpose is clear, and the content is simple and focused.

Comments:

Rating:

2. **Story telling** – The video utilizes universal themes to engage the viewer's interest and imagination, and evoke emotion. It may have other elements of good story-telling, such as a central character or a surprise ending.

Comments:

Rating:

3. **Creativity** – The idea, message or thought was conveyed in an original and imaginative way through visuals, narrative, sound effects, performance, use of technology, etc.

Comments:

Rating:

4. **Production quality** – Editing enhances the flow of content and communication of the message, and does not detract from it. Scenes are composed thoughtfully, camera focus is sharp and movement is smooth and limited, transitions are smooth, and special effects are used judiciously. Lighting is balanced to show the subject matter without being over or under exposed, unless intentionally used to convey mood.

Comments:

Rating:

5. **Titles** – Titles and text are used appropriately, for example at the beginning to introduce the video, during the video to complement narrative or introduce a change in subject matter, or at the end for credits.

Comments:

Rating:

6. **Background** – Background is appealing and appropriate to the subject matter, and does not show copyrighted or trademarked items, or political or offensive messages.

Comments:

Rating:

7. **Audio** – The audio/sound is loud enough to be easily heard and understood by the viewer, but not so loud that it is distorted. Dialogue should be intelligible and dynamically balanced. The sound in all shots should have the same volume. Wind buffeting outdoors is minimal. Music is used with permission, or is royalty-free, or is in the public domain.

Comments:

Rating:

8. **Accessibility** – The video contains closed captions to ensure that the information is accessible for hearing-impaired viewers. Automatically-generated closed captions should be edited to ensure accuracy. The video also has narration so that it is accessible to visually-impaired viewers.

Comments:

Rating:

Overall comments: