Technical Criteria for Evaluating Student-Created Media

	Audio Project	Still Image Project	Video Project
Sound Quality	Loud enough, but not distorted Minimal background noise Consistent volume level Voice narration is clear and slow, not slurred or garbled		Loud enough, but not distorted Minimal background noise Consistent volume level Voice narration is clear and slow, not slurred or garbled
Music Soundtrack	Does not overpower or distract Appropriate mood for content		Does not overpower or distract Appropriate mood for content
Color Scheme		2-5 colors with good contrast Appropriate for content Color-blind-sensitive	
Text / Titles		Easily readable font and color choice One font face, or two of different types Block text isn't centered or decorative	Easily readable (font, color, motion) One font face, or two of different types Block text isn't centered or decorative
Visual Composition		Balanced, follows rule of thirds Not crowded, good use of white space Appropriate zoom level in photos Few distracting elements	Balanced, follows rule of thirds Not crowded, good use of white space Appropriate framing, shots, angles Appropriate variety of content
Camera Motion and Sharpness		Photos in focus, not fuzzy or pixelated Depth of field used well	Appropriate use of camera motion Pans and zooms are smooth and slow Steady, not jumpy or shaky In focus, not fuzzy or pixelated Depth of field used well
Lighting		Photos well lit, not dark or washed out Angle: not backlit or too shadowy Camera flash used well	Well lit, not dark or washed out Angle: not backlit or too shadowy
Editing	Smooth edits and transitions Effects used appropriately	Smooth edits Filters and effects used appropriately	Smooth cuts and transitions Effects used appropriately
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