

Documentary Competition Rubric

When creating their 30-second video submission, all applicants must:

1. **Research** [United Way for the City of Kawartha Lakes' mission statement, vision, and values](#); [Crayola's Social and Environmental Responsibility](#); and the [Edwin Binney's Community Garden](#) project.
2. Use this research to **create a storyline**, and **determine an intended audience** for their video.
3. Execute said storyline **to create a cohesive video**: using technical skills and a keen eye to adequately portray meaning to their intended audience.

The Jury will use the following Rubric to evaluate submissions. Please read it carefully.

Criteria	Description	8-10 Excellent	5-7 Okay	2-4 Needs Work	0-2 Inadequate
Pre-Production					
<p>Research <i>Do you know <u>what</u> you're talking about?</i></p>	<p>The video demonstrates an understanding of the following:</p> <ul style="list-style-type: none"> • Community Gardens and what they mean to a Community; • Crayola's Social and Environmental Responsibility; • United Way for the City of Kawartha Lakes' mission statement, vision, and values; • The Edwin Binney's Community Garden project. 	<p>The video demonstrates a thorough understanding of the research topics.</p> <p>The content is clearly and directly related to researched subject matter.</p>	<p>The video demonstrates a general understanding of the research topics, however, the video could delve further into some topics.</p>	<p>The applicant did some research, however, the video is missing some key aspects.</p>	<p>There is little evidence that the applicant researched any of the necessary content.</p>
<p><i>Do you know <u>who</u> you're talking to?</i></p>	<p>The applicant understands and is "playing to" their intended audience (the video is clearly meant to attract a specific demographic: either volunteers, potential donors, children, or corporations)</p>	<p>The applicant is reading the audience's mind!</p>	<p>The applicant has a general grasp on what the audience may be looking for.</p>	<p>The applicant is unfocused with no clear understanding of their audience.</p>	<p>What's an audience?</p>
<p>Communication <i>What is the story you're trying to tell?</i></p>	<p>Storyline clearly corresponds with research and effectively communicates meaning to its intended audience.</p>	<p>The story is well researched and comes across clearly, with purpose and direction.</p>	<p>The content is somewhat related to researched subject matter.</p>	<p>The content shows little understanding of the subject matter.</p>	<p>This applicant did not weave researched materials into their storyline.</p>
<p><i>Is your story creative and original?</i></p>	<p>The story will attract its intended audience because of its creative, compelling, and original approach.</p>	<p>Tells a compelling and creative story- we'll have people knocking on our door!</p>	<p>The story is creative but is missing some minor points.</p>	<p>The story is lacking creativity: the applicant needs to step outside of their comfort zone!</p>	<p>We've seen this video before.</p>

Production					
<p>Application <i>Can you make your story come to life with your technical skills?</i></p>	<p>The video demonstrates technical skills in camera movements, camera focus, and lighting.</p>	<p>The applicant is obviously proficient: camera movements are smooth and of appropriate speed, all shots are clearly focused, all shots have suitable lighting.</p>	<p>Most shots are clearly focused, camera movements are smooth and most shots have suitable lighting.</p>	<p>Many shots are unfocused, motion shots are lacking a steady hand, and some shots have inadequate light.</p>	<p>Watching this video is like driving through a snowstorm.</p>
<p><i>Does your video make sense?</i></p>	<p>Continuity of scenes to create one cohesive 30-second video.</p>	<p>The video is clear; any lapses in continuity are insignificant.</p>	<p>Small lapses in continuity are present.</p>	<p>Several lapses in continuity are obviously present.</p>	<p>The video is disjointed.</p>
Post-Production					
<p>Application <i>Audio: does your use of audio enhance your video?</i></p>	<p>Audio is balanced between dialogue, music, and voice over; audio is clear throughout the video.</p>	<p>Audio is fully balanced between dialogue, music, and voice over. The applicant clearly has a good ear.</p>	<p>The audio could use some minor changes, it is usually balanced between dialogue, music and voice over.</p>	<p>Audio is somewhat balanced between dialogue, music, and voice over.</p>	<p>The sound is all over the place.</p>
<p><i>Editing: how well did it all come together?</i></p>	<p>The video shows creativity in editing, use of music, and use of graphics to create a polished final product.</p>	<p>The editing is stylish, creative, and polished. The use of music and graphics clearly enhance the story and support the researched material.</p>	<p>Good editing with a solid use of graphics and music. Could use some more oomph!</p>	<p>Solid effort- graphics were simple and music was “meh”. The edits, music, and graphics did not enhance the video significantly.</p>	<p>Sloppy work that could use some fine-tuning. Use of edits, graphics, and music detracted from the overall video.</p>
<p>Critical Thinking <i>Written Component: What is your storyline for the summer-long documentary, and how will you make it happen?</i></p>	<p>Storyline for summer-long video is clearly based on research of Crayola’s Social and Environmental Responsibility; United Way for the City of Kawartha Lakes’ mission statement, vision and values; and the Edwin Binney’s Community Garden project.</p>	<p>The proposed storyline shows an understanding of the project as well as research into the subject matter. The applicant will be a great asset to our team.</p>	<p>The storyline for the full summer-long video is coherent but could use some tweaking. Nothing that our experts can’t fix!</p>	<p>The proposed storyline is not well thought out; should the applicant be successful in moving on in the competition, their work will need to be seriously revised by jury members.</p>	<p>The storyline for the full summer-long video is incoherent. This applicant should clearly not move on in the competition.</p>

Submission Requirements Checklist

Before you hit submit, make sure you have the following:

1. **Link to your video** (posted on YouTube).
2. **Storyline proposal** for your two summer-long projects: a 30-second video, and a longer 5-10 minute documentary.
3. A one-page **Letter of Intent** describing your background and hopes for the future.

Questions you may consider answering in your Letter of Intent: Have you taken any media classes before? How/why did you start working in videography? What are your goals for the future? If you were to win this competition, how would it impact your life?

4. **Names and Contact Information** for each of your group members.

Questions we will ask, along with your other submission requirements:

1. Do you currently live in the City of Kawartha Lakes, Haliburton, or Peterborough?
2. Are you a student currently enrolled in school? (If yes, which school?)
3. Do you have professional experience in the field, outside of any schooling?
4. Will you have reliable transportation to and from [Edwin Binney's Community Garden](#) to document the planning, fundraising, building, growing, harvesting and distributing season (beginning of April until the end of August, 2019)?
5. Some of the planned events will be mandatory to include in your documentary, such as the building day (mid-April), and Garden Launch Party (June 8th). Can you make yourself available for these events?
6. Can you commit to a minimum of 2 hours on site per week for interviews, filming, and other documentary-related work (for the entirety of the project: beginning of April until end of August)?