4-H Virtual Fair 2010
Communicate Like a Technologist! Produce a Video!

Judging Rubric

<table>
<thead>
<tr>
<th>Exhibitor’s Name or No.</th>
<th>Judge’s Name:</th>
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<table>
<thead>
<tr>
<th>Good</th>
<th>Better</th>
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- **Camera angle is the same throughout / no variety**
  - Use of two camera angles / limited variety
  - A variety of camera angles are effectively used throughout

- **Camera movement is unsteady**
  - Camera movement is smooth and steady in some places and shaky in others
  - Camera movement is smooth and steady throughout

- **No b-roll shots used**
  - Some b-roll shots included
  - B-roll shots used effectively to add visual interest to the main story

- **Audio is difficult to hear**
  - Audio is difficult to hear in some places and/or changes in volume
  - Audio is balanced throughout and easy to understand

- **There is little editing of video – long runs without transitions**
  - Some editing effects used to increase the interest of the video (e.g. text features, supplemental audio, fadeaways, etc.)
  - A variety of editing effects used to increase the interest of the video (e.g. text features, supplemental audio, fadeaways, etc.)

- **The sequence of scenes is disjointed or difficult to follow**
  - Good development of storyline but some places where there are gaps, lulls or confusing additions
  - Clear development of storyline – message communicated clearly

- **Choice of genre and editing techniques are not well matched to target audience and video goal (see exhibitors video reflection)**
  - Either choice of genre and editing techniques are somewhat matched to target audience and video goal (see exhibitors video reflection)
  - Both choice of genre and editing techniques are well matched to target audience and video goal (see exhibitors video reflection)

- **No discussion of insights (lessons learned) nor suggestions for future changes to the video**
  - Some discussion of insights (lessons learned) and suggestions for future changes to the video
  - Discussion of insights (lessons learned) and suggestions for future changes to the video are well developed and detailed

- **No discussion of ways to apply findings/lessons learned to own life**
  - Some discussion of ways to apply findings/lessons learned to own life
  - Discussion of ways to apply findings/lessons learned to own life is well developed and detailed