## Film & Video for Grades TK–5

**Technical Expertise:** How good does your project look and sound?
Is it easy to see and hear? Did you use your tools well? Good work is clear, smooth, and easy to understand.

**Story / Concept:** What is your project about? Does it tell a story or share a clear idea?
Every project needs a beginning, middle, and end (or a clear topic).
Viewers should know what you're trying to say or show.

**Creative / Innovative:** How original or imaginative is your work?
Did you add your own ideas, humor, or surprises?
Try something new—your voice and style make it special!

**Media Literacy:** How responsibly did you use media?
Did you give credit for sound, images and writing, including your own?
A good media creator is honest and fair.

## Grades 6–8

**Technical Expertise:** How effectively you use media tools—camera, microphone, editing, or design. Clear sound, good lighting, smooth transitions, and strong visuals all show skill and purpose. Work is intentional and polished, not rushed.

**Story / Concept:** The idea, topic, or message behind your project.
A strong story has focus, pacing, and structure—it guides your audience from start to finish.
Your message or theme comes through clearly.

**Creative / Innovative:** Your unique approach, voice, and imagination.
Your project feels fresh and original. Your project takes risks or makes bold choices.
Creativity means thinking beyond the obvious to surprise and engage your audience.

**Media Literacy:** Understanding and practicing responsible media creation.
Always credit music, images, resources, and collaborators, including yourself.
Make sure what you share is accurate and respectful.

## Animation for Grades TK–5

**Technical Expertise:** How smooth and clear does your animation look and sound? Can we see movement and hear the sounds easily? Good animation moves smoothly and matches the sound or story.

**Story / Concept:** What are you showing or telling through your animation? Your idea should have a beginning, middle, and end (or a clear topic). The pictures and motion should help tell your story.

**Creative / Innovative:** How unique or imaginative is your work? Did you try new ways to make things move or use materials in fun ways? Your own ideas make it special!

**Media Literacy:** Did you use animation tools responsibly? Did you give credit for sounds, music, or pictures (including you)? Be honest and respectful.

## Grades 6–8

**Technical Expertise:** How well you use animation tools—timing, motion, sound, and visuals. Smooth, consistent movement and clear sound show skill and control. Work feels finished and purposeful.

**Story / Concept:** How effectively your animation tells a story or shares an idea. A strong animation connects motion and visuals to support the message or theme.

**Creative / Innovative:** Your originality and risk-taking. Unique styles, timing choices, or techniques show imagination. Fresh ideas make your work stand out.

**Media Literacy:** Understanding and responsible use of animation tools. Credit all sources—images, sounds, models, and collaborators (including you). Be fair, accurate, and kind in what you share.

## Photography for Grades TK–5

**Technical Expertise:** How clear and well-framed is your photo?
Can we see your subject clearly? Good lighting and focus help tell your story.

**Story / Concept:** What are you showing in your photo?
Does your picture tell an idea, feeling, or story? A strong photo helps people understand your message.

**Creative / Innovative:** Did you find a new way to see things?
Try different angles or perspectives. Your own style makes your photo unique!

**Media Literacy:** Did you use your camera and editing tools responsibly?
If you used others' work or AI tools, give credit. Always show people and subjects respectfully.

## Grades 6–8

**Technical Expertise:** How effectively you use camera skills—lighting, focus, and composition.
Strong photos are clear, balanced, and intentional.

**Story / Concept:** What message or feeling does your photo share?
Good photos communicate an idea or emotion without words.

**Creative / Innovative:** How original or expressive is your photo?
Unique perspectives, angles, or editing choices show creativity.

**Media Literacy:** Responsible use of images and editing.
Give credit for any resources used (including AI tools). Treat subjects with honesty and care.

## Audio – Music for Grades TK–5

**Technical Expertise:** How clear and balanced does your music sound?
Can we hear all the parts easily? Good recordings are smooth and pleasant to listen to.

**Story / Concept:** What feeling or idea does your music share?
Your music should match the mood—happy, sad, exciting, or peaceful.

**Creative / Innovative:** How original or expressive is your music?
Did you try your own melody, rhythm, or sound ideas? Experiment and make it yours!

**Media Literacy:** Did you use sounds responsibly?
If you used loops, samples, or AI tools, give credit, even if you created them. Be honest about your sources.

## Grades 6–8

**Technical Expertise:** How well you mix and balance sound.
Good recordings have clear volume levels and instruments that blend well.

**Story / Concept:** How your music expresses mood or message.
Listeners should feel or understand the emotion you're sharing.

**Creative / Innovative:** How original your composition is.
Try fresh ideas in melody, rhythm, or structure. Make musical choices that surprise or move your audience.

**Media Literacy:** Awareness and ethical use of music resources.
Credit all samples, loops, collaborators, or AI tools. Be fair and transparent about what you use.

## Audio – Podcast / Spoken Word for Grades TK–5

**Technical Expertise:** How easy is it to hear and understand your recording?
Clear voices, music, or sound effects help tell your story.

**Story / Concept:** What idea or topic are you sharing?
Your project should have a beginning, middle, and end, or a clear message that listeners can follow.

**Creative / Innovative:** How original or expressive is your podcast or performance?
Your voice, humor, or ideas make it special. Be confident and have fun!

**Media Literacy:** Did you use your audio tools responsibly?
Give credit for music or sounds, even if you created them. Be kind and accurate in what you share.

## Grades 6–8

**Technical Expertise:** How clearly and effectively you record, edit, and mix sound.
Voices, music, and effects should be balanced and enhance your message.

**Story / Concept:** How strong and focused your idea is.
Good podcasts have structure—introduction, middle, and conclusion—and keep the listener interested.

**Creative / Innovative:** Your unique voice and choices.
Use tone, format, and ideas that stand out. Original storytelling or creative delivery adds impact.

**Media Literacy:** Ethical and accurate media use.
Credit all music, sounds, and collaborators (even you!). Be fair, factual, and respectful in your message.

## Interactive Media for Grades TK–5

**Technical Expertise:** How well does your project work?
Do buttons, links, or animations respond smoothly? Good work is fun and easy to use.

**Story / Concept:** What's your idea or goal?
Your project should help the user learn something, solve a problem, or enjoy a story.

**Creative / Innovative:** Did you try new or imaginative ways to use technology?
Your creativity makes the experience unique.

**Media Literacy:** Did you use interactive tools responsibly?
Credit images, sounds, or code that you didn't make. Be safe and respectful online.

## Grades 6–8

**Technical Expertise:** How well you design and integrate tools, visuals, and interactions.
Projects should be functional, smooth, and purposeful.

**Story / Concept:** How your interactivity supports the idea or goal.
A strong project uses technology to teach, tell, or solve something clearly.

**Creative / Innovative:** Your originality in using interactive tools.
Explore new ways to engage users or tell stories through design and choices.

**Media Literacy:** Responsible and ethical use of technology.
Credit all media, code, or collaborators. Use technology safely, fairly, and creatively.