ALIFORNIA	Technical Expertise:	Content (Theme, Emotion):	Creative/Innovative:	Media Literacy:
TUDENT MEDIA ESTIVAL	Quality of sound, instrumental balance, and mixing. Strong projects demonstrate clear audio, cohesive arrangement, and professional mixing.	How effectively the music conveys a theme or emotion. Successful compositions evoke a meaningful listener experience aligned with the intended mood or message.	Originality in composition, style, and genre exploration. Innovative projects incorporate unique soundscapes, musical structures, or experimental elements.	Ethical use of samples, loops, and attributions, along with awareness of how the composition impacts listeners. Use of AI is OK if cited. LINK TO CITATION TIPS
5	Excellent sound quality, arrangement, and mixing. All instruments and sound elements are balanced, contributing to a polished composition.	A powerful theme or concept, evoking strong emotional or intellectual responses. The composition engages the listener deeply.	Project shows highly original and experimental, exploring new soundscapes, genres, or musical structures. The composition feels bold and innovative.	Project shows exemplary understanding of music theory and ethical use (e.g., proper citation of samples or loops). Original student work is cited. Proper citation of all assets (e.g., people, sound, stock, models, technology tools such as AI) and process documentation are included
4	Strong sound quality and arrangement, though minor balance or mixing issues may be present. Overall, a polished composition.	A clear, engaging theme, though the emotional or intellectual impact is not as strong as exceptional works.	Project shows creative use of instruments or digital tools, though still within more familiar structures or genres.	Project shows good understanding of music theory and its ethical use. Most assets (including technology tools such as AI) and processes are cited and documented.
3	Adequate sound quality with noticeable balance or mixing issues. The arrangement is solid but lacks the refinement of higher-quality compositions.	The theme is present, but the composition feels conventional and lacks emotional depth or engagement.	Project shows creative effort, but the composition largely follows conventional structures.	Project shows basic understanding of music theory and ethical use, but citations are incomplete or missing for samples or loops. Some missing processing documentation.
2	Poor sound quality or mixing detracts from the composition. The arrangement feels disjointed or unbalanced.	The theme is unclear or disconnected, and the composition feels incomplete or rushed.	Project shows little creativity or innovation. The composition feels conventional or rushed, with no exploration of new musical ideas.	Project shows limited understanding of music theory or ethical use. Few citations or other documentation present.
1	Significant technical issues in sound quality, mixing, or arrangement make the composition difficult to	No clear theme or emotional engagement. The composition feels unfinished or without direction.	Project shows no creativity or originality. The composition feels like a direct imitation or lacks	Project shows no understanding of music theory or ethical use. No citations or other documentation

personal input.

present.

1

listen to.