California Student Media Festival Scoring Rubric 2023

All projects will be judged using the following guidelines. Additionally, your entry will be judged by the instructional objective you submit to the festival.
Academic & Aesthetic: Projects can have an academic and/or aesthetic focus. *Fiction & Non-fiction*: Projects may be either a work of fiction or non-fiction.
Multiple Media: Video, Photography, Music, Art, Coding, and **more** are accepted! *Copyright & Citation Aligned:* All entries MUST follow copyright law & fair use guidelines. Credits MUST honor all contributors and sources, including YOU!

Score	Technical The project's chosen form of media displays technical expertise without difficulties, errors, or operating flaws.	Content The project has an understandable form, and/or message. The project causes the audience to respond, reflect, and gain from the project. When appropriate, the subject is well researched.	Creative/Innovative The project displays original student work that sets it apart as unique, innovative, and/or has a compelling purpose.	Copyright & Fair Use The project respects copyright rights/guidelines. Original and non-original sources are cited. Source material may include music, writing, media clips, websites, facts, opinions, performances, photography, art, and design.
5	Technical achievement used in creating the entry was exceptional.	Meets all content criteria above and reflects broad, in-depth research and application of critical thinking skills (analysis, synthesis, evaluation). The project shows notable insight and/or understanding of its subject.	Students have used elements or tools in creative and innovative ways that leverage the strengths of the chosen media, format or genre. The final product is unique, powerful, effective, and compels the audience's attention.	All material evident in the project is cited, including original work by the project creator(s). If there are copyright holders, website attributions, or original work, all are cited. If sources are unknown, that is also noted. All contributions are cited.
4	There may be technical problems but none of a serious nature. Choices of media and technical elements enhance the project.	Meets much of the content criteria above and reflects basic research and application of critical thinking skills (analysis, synthesis, evaluation The creator(s) show the necessary understanding of the topic to create a meaningful project.	The media is balanced, attractive, and easy to follow. It uses original student work and/or blends existing media in a creative and interesting way.	Almost all material used in the project is cited, including original work by the project creator(s). Most copyright holders, website attributions, works by others or original works are cited. Not all contributions are cited.
3	With minor exceptions, all elements contribute rather than detract from the entry's overall effectiveness.	Meets some of the content criteria above and reflects average research and application of critical thinking skills (analysis, synthesis, evaluation). It shows minimal understanding of the topic. There may be some consistency errors or underdeveloped elements.	There is original student work in the piece, but it may not be compelling, or may not present information in a way that consistently keeps an audience's attention.	There is some citing of material used in the project. Some copyright citations are listed. There are elements without attribution.
2	There are some technical problems, but the viewer is able to follow the project with few difficulties.	Meets little of the content criteria above, has a weak structure or reflects minimal research and application of critical thinking skills (analysis, synthesis, evaluation. The project shows a poor understanding or mastery of the topic. Significant consistency errors or underdeveloped claims.	Original student work contains creative aspects but those aspects lack a connection to a compelling purpose.	No music, writing, design, performance, photography, or other elements are cited. There is no citing of material used in the project. NOTE: original work should <u>still</u> be cited as YOURS.
1	Technical difficulties interfere with the viewer's ability to see, hear, understand, and/or experience the content.	The project seems haphazard, hurried or unfinished. There are disjointed elements or there are significant errors, misconceptions, or misunderstandings.	The project doesn't have a focus or meaningful purpose and lacks unique, original, and/or compelling messaging.	Material presented as original is taken from someone else's work without permission or recognition.
Sub-Totals	5 4 3 2 1 *(Circle One)*	5 4 3 2 1 *(Circle One)*	5 4 3 2 1 *(Circle One)*	5 4 3 2 1 *(Circle One)*
Grand Total	*(highest scores)*	**Circle One Total Score**	*(lowest scores)*	
	20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4			