



YOUTH MEDIA AWARDS JUDGING CRITERIA

FILM & VIDEO

- ≡ Concept & Writing
- ≡ Quality of Craft
- ≡ Performances
- ≡ Overall Experience

Concept & Writing

Determining the quality of concept & writing considers all the elements that go into the creative process and how successfully the original idea is communicated.

- ≡ Is the story or concept unique?
- ≡ Does the storytelling narrative hold your attention?
- ≡ Does the writing have resonance and stay with you long after viewing it?
- ≡ How does the piece convey a message of social relevance?
- ≡ In what ways is the piece unique, creative, and innovative?

Quality of Craft

Determining the quality of craft focuses on the filmmaking process and technical execution. Can you fully experience the quality of the work, or are there technical or media-specific issues preventing you from experiencing it to its fullest?

- ≡ What is the quality of the captured image?
- ≡ What is the quality of the appearance and editing?
- ≡ How is the film maker use of lighting?
- ≡ What is the quality of sound design and audio integration?
- ≡ Does the piece create a memorable viewing experience?

Level of Performance

How well does the work integrate creative and quality level performances into the medium.

- ≡ What is the quality of the on screen presence?
- ≡ How does the talent interact on camera?
- ≡ What is the quality of production and directing?
- ≡ Do the characters or news anchors create a memorable viewing experience?

Overall Experience

The overall experience encompasses the viewers experience with the concept, the technical quality, the use of on screen talent, and the unique ability to provoke viewer response.

- ≡ Was there generally an engaging overall experience?
- ≡ Would you view this piece again?
- ≡ Would you share your viewing experience with someone else?
- ≡ Does the piece create an emotional impact?



YOUTH MEDIA AWARDS JUDGING CRITERIA

SOCIAL MEDIA/ WEBSITE

- ≡ **Content**
- ≡ **Creativity**
- ≡ **Engagement**
- ≡ **Overall Experience**

Content

Content is any information expressed that conveys meaning; including text, music, sound, animation, graphic design, and video. Quality content should be appropriate, relevant, and engaging.

- ≡ Does the site have a unique concept?
- ≡ Do the design elements grasp and hold your attention?
- ≡ Does the writing have resonance and stay with you long after viewing it?
- ≡ How does the content convey a message social relevance?

Creativity

Creativity includes the unique use of concept, content/writing, design, technological innovation, quality of craft, and the ability to create a positive user experience.

- ≡ What is the quality and use of the imagery?
- ≡ What is the look and feel of the appearance?
- ≡ What is the quality of multimedia, video, and/or audio integration?
- ≡ Does it create memorable viewing experience?

Engagement

Engagement makes use of creative strategies and tactics in reaching social media audiences and communities.

- ≡ What is the quality of the on screen presence?
- ≡ Does this site or social media have internet reach?
- ≡ Is this site or blog share frequently via social media?
- ≡ Is the site easy to navigate and user friendly?

Overall Experience

The overall experience encompasses the audience's experience with the concept, the technical quality, the message, and the unique ability to provoke viewer response.

- ≡ Was there generally a positive overall experience?
- ≡ Would you view this site again?
- ≡ Would you share your viewing experience with someone else?
- ≡ Does the site provoke new ideas, thoughts, or experience?



YOUTH MEDIA AWARDS JUDGING CRITERIA

AUDIO/RADIO

- ≡ Concept & Writing
- ≡ Quality of Craft
- ≡ Creativity
- ≡ Overall Experience

Concept & Writing

Determining the quality of concept & writing considers all the elements that go into the creative process and how successfully the original idea is communicated.

- ≡ Is the story or concept unique?
- ≡ Does the storytelling narrative hold your attention?
- ≡ Does the writing have resonance and stay with you long after listening to it?
- ≡ How does the piece convey a message social relevance?

Quality of Craft

Determining the quality of craft focuses on the host and/or the producers process and technical execution. Can you fully experience the quality of the work, or are there technical or media-specific issues preventing you from experiencing it to its fullest?

- ≡ What is the quality of the sound image?
- ≡ What is the quality of editing?
- ≡ What is the technical skill used in interviews and narration?
- ≡ What is the quality of production and sound operation?

Creativity

Creativity includes the unique use of concept, content/writing, design, technological innovation, quality of craft, and the ability to create a memorable listening experience.

- ≡ Does the audio creator make creative use of sound effects, or ambiance?
- ≡ Is there innovative use of sound design and audio integration?
- ≡ How does the talent interact on air?
- ≡ Does the piece create a memorable listening experience?
- ≡ In what ways is the piece unique, creative, and innovative?

Overall Experience

The overall experience encompasses the listeners experience with the concept, the technical quality, the use of talent, and the unique ability to provoke listener response.

- ≡ Was there generally an engaging overall experience?
- ≡ Would you listen to this piece again?
- ≡ Would you share your listening experience with someone else?
- ≡ Does the piece create an emotional impact?



YOUTH MEDIA AWARDS JUDGING CRITERIA

ANIMATION/ MULTI-MEDIA

- ≡ Concept & Writing
- ≡ Quality of Craft
- ≡ Creativity
- ≡ Overall Experience

Concept & Writing

Determining the quality of concept & writing considers all the elements that go into the creative process and how successfully the original idea is communicated.

- ≡ Is the story or concept unique?
- ≡ Does the storytelling narrative hold your attention?
- ≡ Does the writing have resonance and stay with you long after viewing it?
- ≡ How does the piece convey a message social relevance?

Quality of Craft

Determining the quality of craft focuses on the animators process and technical execution. Can you fully experience the quality of the work, or are there technical or media-specific issues preventing you from experiencing it to its fullest?

- ≡ What is the quality of the animated image?
- ≡ What is unique about the appearance and editing?
- ≡ What is the quality of sound design and audio integration?
- ≡ How does the piece make use of lighting?
- ≡ Does it create a memorable viewing experience?

Creativity

Creativity includes the unique use of concept, content/writing, design, technological innovation, quality of craft, and the ability to create a positive viewer experience.

- ≡ How does the piece make use of imagery?
- ≡ What is the look and feel of the appearance?
- ≡ What is the quality of multimedia, video, or audio integration?
- ≡ How well does the work integrate creative and quality level performances into the medium?
- ≡ Do the characters create a memorable viewing experience?
- ≡ In what ways is the piece unique, creative, and innovative?

Overall Experience

The overall experience encompasses the viewers experience with the concept, the technical quality, and the unique ability to provoke viewer response.

- ≡ Was there generally an engaging overall experience?
- ≡ Would you view this piece again?
- ≡ Would you share your viewing experience with someone else?
- ≡ Does the piece create an emotional impact?