



4-H Animal Science Video Contest/Film Festival

Judging Criteria

Videos will be scored on educational value, creativity, clarity, pacing, and technical quality (sound, lighting, etc.) – 20 points each, 100 total.

Educational Value (20 points) – Does the video clearly educate its audience on some aspect of animal science? How educational is the video? Would the video be helpful to those wanting to learn about animal science?

Creativity (20 points) – Does the video engage its audience in a creative and interesting way? Did the creator(s) use their imagination to present the material in an original and/or engaging manner?

Clarity (20 points) – Is the content of the video clear and easily understood? Is the message presented in an organized and understandable way? Are the video's purpose and key points clearly communicated?

Pacing (20 points) – Is the video's content paced in a way that maintains interest? Is the delivery of the content fast enough to keep interest but not too fast for the audience to digest? Is the video upbeat with crisp transitions?

Technical Quality (20 points) - Is the audience able to hear and understand the narration? Is the video clear of excessive background noise and distractions? Is the lighting appropriate? Are the audio and video of high quality? (check the video contest website for a [tip sheet](#) for recording audio and video)

Entries must:

1. be educational – must educate the audience on some aspect of **alpacas, cats, cattle (beef/dairy), dogs, goats, herpetology, horses, llamas, poultry, rabbits, sheep, small animals, swine.**
 2. be **3:30 minutes or less (1-point deduction per second over 3:30).**
 3. be uploaded by the advertised deadline.
 4. be the original work of **youth** in grades 4-13.
 5. be created from October–March of the current club year.
 6. include the names of all youth responsible for the creation of the video (credits – names and roles).
- ✓ The youth of the top scoring videos will receive awards at the film festival of the Junior Animal Science Symposium at Rutgers.
 - ✓ The audience at the film festival will also vote for their favorite video, and the youth creators will be recognized.
 - ✓ The [top four videos](#) of each year are available online.

