



WHY I APPRENTICE

Video Competition

Judging Rubric

Eligibility: Does the video follow the guidelines? *Need all to continue*

Were signed media release forms submitted for all video participants? [Yes]

Was the online entry form completed in its entirety? [Yes]

Is the video 60 seconds or less? [Yes]

Is the lead producer part of a Registered Apprenticeship? [Yes]

Are any copyrighted materials used in the video? [No]

Is any portion of the video inappropriate? [No]

Effectiveness: Does the video inspire others to become youth apprentices?

50% Content Quality

Does the video explain what benefits the lead producer has received from youth apprenticeship?

3 Points: Yes, it is clear how youth apprenticeship has benefited the lead producer.

2 Points: The benefits of youth apprenticeship to the lead producer are somewhat alluded to.

1 Point: It is unclear how youth apprenticeship has benefited the lead producer.

Does the video inspire others to consider youth apprenticeship?

3 Points: Yes, a viewer is left feeling that youth apprenticeship could be an opportunity for them.

2 Points: The viewer is left feeling mildly interested in youth apprenticeship.

1 Point: No, the viewer is left uninspired and uninterested in youth apprenticeship.

40% Memorable / Creative

How well does the video keep the attention of the viewer?

3 Points: The video is lively and keeps a viewer's attention from beginning to end.

2 Points: The video is adequate at maintaining a viewer's attention.

1 Point: The video is unengaging, or the viewer loses interest before the end of the video.

How creative is the video?

3 Points: The video uses creative or original storytelling, visual elements, or other features to enhance the message.

2 Points: The video uses minimal creative elements to enhance the message.

1 Point: The video lacks creativity or originality, or the elements used detract from the message.

10% Production

Are the audio and visual components clear and easy to understand?

3 Points: Both audio and visual are clear and easy to understand.

2 Points: Either the audio or the visual content is challenging to understand (including typos).

1 Point: Both audio and visual are challenging to understand or of poor quality (including typos).

How well executed are the edits and transitions in the video?

3 Points: Transitions and edits are smooth and well timed.

2 Points: Transitions and edits are rudimentary.

1 Point: Transitions and edits are nonexistent or poorly executed.

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