School Breakfast Video Contest Judging Criteria

School District: _____   School Name: _____

Criteria	Points Given
Video Technical Elements Video is aesthetically appealing due to use of videography techniques (camera angles, lighting, focus, and steadiness) • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points	
Video Content Elements To what extent does the video explain (verbally and/or visually) what is included in a school breakfast? School breakfast must offer milk, grains, and fruit. It is optional for a school to offer meat/meat alternate and vegetables. It is not necessary to mention meat/meat alternate or vegetables in the video. • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points To what extent does the video clearly portray that school breakfast rocks • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points Video effectively communicates appeal of entrant's school breakfast meals • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points Visual image of meal is appealing (color, variety, texture) • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points	
Creativity Video uses music, props, text/static images creatively • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points Video showcases students creatively • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points Video presents the content in an entertaining way • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points	
Overall Appeal and Effectiveness To what extent does the video portray a positive image of the school breakfast program ("Does this video make you want to eat school breakfast?") • Excellent = 5 points Good = 3 points Fair=2 points Poor = 0 points	
Total Points (Maximum of 45 points)	