## School Breakfast Video Contest Judging Criteria

**School District:**  
**School Name:**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points Given</th>
</tr>
</thead>
</table>
| **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)** | |