

## Appendix: Judging criteria for PROJECTS

| Requirements   Criteria for PROJECTS   |            |                              |   |   |   |
|--|------------|------------------------------|---|---|---|
| <b>To be judged in the contest, the project must:</b> <ol style="list-style-type: none"> <li>1. Include a completed entry form. Contestants must meet eligibility requirements.</li> <li>2. Be received by the contest deadline.</li> <li>3. Have a safety and health in the workplace theme</li> <li>4. Include all permissions (including copyrighted material used in the project).</li> <li>5. Ensure that there aren't any safety violations and that no one's personal safety was put at risk. If the project even inadvertently depicts a safety and health violation, we will give you a chance to fix it. If it is not fixed, we will eliminate the project.</li> </ol> |            |                              |   | <b>Team/project name:</b><br><br><b>School:</b><br><br>Does the entry meet all the contest rules and eligibility requirements?<br><small>(No = eliminated. Do not proceed to grade/judge)</small><br>Yes _____ No _____<br>Submit for edits _____ |   |
| Score project for each category on a scale from 1 to 4. See below for a description.   |            |                              |   |   |   |
|  |            | <b>1</b>                     | <b>2</b>  | <b>3</b>  | <b>4</b>  |
| <b>Creativity</b>  | <b>20%</b> | Low                          | Re-uses techniques, messages and methods used in previous videos or campaigns in new ways | Uses novel techniques, message and methods  | Excels by using unique techniques, messages and methods                                   |
| <b>Persuasiveness and impact</b>   | <b>30%</b> | Weak                         | Clear messages that get the attention of the audience                                     | Memorable messages and images   | High impact, youth appropriate, motivational  |
| <b>Overall presentation of workplace message and theme</b>   | <b>30%</b> | Coverage of topic is sketchy | Topic presented with basic points covered   | Topic presented with good insights  | Topic explored thoroughly with interesting supporting information or unique point of view |
| <b>Technical quality (technical considerations)</b>  | <b>20%</b> | Mostly 1s                    | Mostly 2s   | Mostly 3s   | Mostly 4s   |
| <b>Quality</b>   |            | <b>1</b>                     | <b>2</b>  | <b>3</b>  | <b>4</b>  |
| 1. How well was a story, theme or overall message developed?   |            |                              |   |   |   |
| 2. Rate the use of strategy or design  |            |                              |   |   |   |
| 3. Rate the quality of images produced / used  |            |                              |   |   |   |
| 4. Was the finished product impactful?   |            |                              |   |   |   |
| 5. Is the message sustainably relevant over time?  |            |                              |   |   |   |
| 6. Is the topic age appropriate and relevant for youth?  |            |                              |   |   |   |