



Youth 4 Youth Digital Media Contest

Poster & Video Submission Rubrics



YMCA
Youth for Youth
Gambling Education
Program (Y4Y)

YMCA
Programme d'éducation
sur les jeux de hasard
par et pour les jeunes

Youth 4 Youth Digital Media Contest Rubrics

For submissions to be eligible for consideration, all eligibility requirements and submission deadlines must be met. Contestants and teams are welcome to submit a poster, a video or both a poster and video for consideration.

In submitting your project, you are agreeing that you acknowledge and understand the following stipulations.

I hereby acknowledge the following:

- The content of my submission is my own and has not been reproduced
- My submission is free from copyrighted materials or the necessary authorizations have been obtained
- My submission assumes a balanced, neutral and harm-reduction focused approach towards gambling
- **If submitting a video:** all participants in my submission are 18 years of age or older and have consented to being filmed.
- Once submitted, I recognize that the submissions become the intellectual property of the YMCA

Rubrics

The attached rubrics are a useful resource for when you are creating your project.

First, this document includes the evaluation components that the Y4Y Team will be looking for during the first evaluation phase. You will be provided feedback based on this evaluation form and will have one month to apply the feedback you receive. If you successfully apply the feedback, you will move on to the Contest Organizer Jury evaluation. The Top 8 highest scoring posters and Top 8 highest scoring videos from the Contest Organizer Jury evaluation will move on to the Youth Jury Evaluation. The top 5 highest scoring posters and Top 5 highest scoring videos from the Youth Jury Evaluation will be posted online for the public voting period. The Top 5 contestants will receive a total score comprised of 75% Youth Jury score and 25% Public Vote score. The Top 3 Submissions will then move on to the Youth Impact Survey phase, where the submissions are shown to groups of youth across Ontario. Based on their evaluation, the first, second and third place submissions will be selected. Video and Poster submissions will be evaluated separately, and the Top 3 Poster contestants and Top 3 Video contestants will receive monetary prizes.

If you have any questions concerning grading criteria, please contact the Contest Organizer prior to the submission deadline of November 4th, 2019.

Poster Submission Evaluation: Y4Y Team

Individual/Team Name: _____

- Does the submission answer one of the four questions in entirety?
 - 1. Is the answer accurate? Are sources of information included for any statistics, quotes or facts?**
 - 2. Is the answer clear? (i.e. language choice, layout of font, color choice and font choice)**
 - 3. Does the submission include at least one relevant harm reduction strategy? Is the harm reduction strategy accurate? Is the harm reduction strategy clear? (i.e. language choice, layout of font, color choice and font choice)**
- Is there a relevant resource to access for more information or support?
- Do the graphics (i.e. background images, graphics, etc.) used enhance the content of the poster?
- Is the poster copyright free?
- Is the poster vertical with the dimensions of 47" by 68"?
- Is the poster 300 DPI and in CMYK Format?
- Is the text on the poster grammatically correct and free of spelling errors?
- Is the poster missing any additional information?

Video Submission Evaluation: Y4Y Team

Individual/Team Name: _____

- Does the submission answer one of the four questions in entirety (including all sub-questions)?
 1. **Is the answer accurate?**
 2. **Is the answer clear? (i.e. flow, language choice, background noise)**
 3. **Does the submission include at least one relevant harm reduction strategy? Is the harm reduction strategy accurate? Is the harm reduction strategy clear? (i.e. language choice, layout of font, color choice and font choice)**
- Is there a relevant resource to access for more information or support?
- Do the graphics (i.e. imagery, graphics, footage, etc.) used enhance the messaging of the video
- Does the video include the Y4Y End Page?
- Is the video copyright free?
- Is the video 60 seconds or less in length?
- Is the video 60 seconds or less in length?
- Does the video include Closed Captioning?

Poster Submission Rubric: Jury Evaluations

Individual/Team Name: _____

Total: /50

Quality of Submission					/20
The graphics used are of high quality.	1	2	3	4	5
The text and language used are of high quality.	1	2	3	4	5
The layout of the poster is understandable and easy to follow.	1	2	3	4	5
The graphics used are of high quality.	1	2	3	4	5
Design Quality and Visual Appeal					/15
Use of Colour: The poster included pleasing colour combinations and the colours used enhanced the readability and attractiveness of the poster.	1	2	3	4	5
Layout/Design: The spacing of graphics and text was used effectively in the poster. The layout was easy to follow.	1	2	3	4	5
Creativity: The poster had an interesting use of images, artwork, charts, and other graphics. The colour and design of the poster captivated the attention of the viewer.	1	2	3	4	5
Impact of Submission					/15
The poster raises awareness on the blurred lines between gambling and gaming, and provides a relevant resource for support.	1	2	3	4	5
The poster is relevant to youth in Ontario between the ages of 15 and 24.	1	2	3	4	5
The poster provided relevant information and advice to the target audience and pushed for self-reflection on the topic.	1	2	3	4	5

Additional Comments:

Video Submission Rubric: Jury Evaluations

Individual/Team Name: _____

Total:

Quality of Submission					/20
Editing Technique: The video included high quality transitions between scenes and high quality production.	1	2	3	4	5
Camera Technique: The image, audio, lighting and angles were of high quality.	1	2	3	4	5
Audio Technique: The music, narration, ambient sounds and special effects were of high quality.	1	2	3	4	5
The overall quality of the submission is high.	1	2	3	4	5
Design Quality and Visual Appeal					/15
The video is creative and original.	1	2	3	4	5
The video is captivating and maintains the attention of the audience for the duration of the video.	1	2	3	4	5
The visuals used in the video enhance the messaging of the video.	1	2	3	4	5
Impact of Submission					/15
The video raises awareness on the blurred lines between gambling and gaming, and provides a relevant resource for support.	1	2	3	4	5
The video is relevant to youth in Ontario between the ages of 15 and 24.	1	2	3	4	5
The video provided relevant information and advice to the target audience and pushed for self-reflection on the topic.	1	2	3	4	5

Additional Comments: