

YMCA YCAP-Y4Y Digital Media Contest Video Rubric



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:

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 cannabis use
- All participants in my video submission are be 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 of Greater Toronto

Rubrics

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

Within this document you will find the evaluation rubric that will be used by the Contest Organizer's Jury (CO Jury) to score each eligible submission. The CO Jury will be made up of digital media and cannabis prevention professionals who will use this rubric to select and provide feedback to choose the Top 8 Video and Poster submissions. Each team will have one month to apply the CO Jury's feedback before being evaluated by a Youth Jury, who will also work off this rubric to determine the Top 5 Videos and Top 5 Posters. The Top 5 Submissions will then be posted online for the public voting period. During this phase each submission will receive a final score comprised of 25% public vote results and 75% youth jury panel evaluations. The three submissions that receive the highest final scores will be featured in a Youth Impact Survey that asks youth across Canada to score the impact and quality of the Top 3 Submissions. The 1st, 2nd and 3rd place submissions will be selected based on the survey's results. 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 9th, 2020.

Video Submission Evaluation: Contest Organizer

Individual/Team Name: _____

- Does the submission answer one of the four topic questions (see below) in entirety?
 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,)**

Contest Topic Questions:

1. What is cannabis' effect on youth brain development? How does the use of cannabis during teenage years affect brain function? In what ways does cannabis use affect the brain function of someone under the age of 25?
 2. What does pruning and myelination mean? What role does myelination play in youth brain development? How does cannabis use impact the process of pruning and myelination in a teenage brain?
 3. What is dopamine's role in youth brain development? What are some examples of activities that naturally release dopamine? How does cannabis effect how the youth brain releases dopamine?
 4. What is a coping mechanism? In what ways could using cannabis as a coping mechanism effect youth? How does relying on cannabis as a coping mechanism change brain function? In what ways could using cannabis as a coping mechanism keep someone from learning the skills they need to deal with stress in their life?
- 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 YCAP-Y4Y End Page?
 - Is the video copyright free?
 - Is the video 60 seconds or less in length?
 - Does the video include Closed Captioning?

Video Submission Rubric: Jury Evaluations Page 1

Individual/Team Name: _____

Total: /50

The next two pages contain the rubric for evaluating all eligible videos submitted for the contest. There are four distinct categories that each submission will be marked on:

- Creativity and Originality
- Clear and Precise Content
- Impact of Submission
- Overall Quality

Each category is weighted differently and all eligible submissions will receive a score out of 50 possible marks. How scoring is divided amongst the four categories can be seen on the rubric attached on the next page.

Below is a list of the contest's topic questions. Each submission **MUST** be directly discussing one of these questions.

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4. What is a coping mechanism? In what ways could using cannabis as a coping mechanism effect youth? How does relying on cannabis as a coping mechanism change brain function? In what ways could using cannabis as a coping mechanism keep someone from learning the skills they need to deal with stress in their life?

Video Submission Rubric: Jury Evaluations Page 2

Creativity and Originality						/10
Videos are creative, original, and unique.	1	2	3	4	5	
Captivates the attention of the audience, and maintains their attention for the duration of the video.	1	2	3	4	5	
Clear and Percise Content						/10
Video includes a clear statement of purpose. Events and messages are presented in a logical order, with relevant information that supports the video's main ideas.	1	2	3	4	5	
Images, text and graphics relate well to the content.	1	2	3	4	5	
Impact of Submission						/15
The video clearly discusses the topic question chosen and raises awareness about the impact of recreational cannabis use on the youth brain.	1	2	3	4	5	
The video provides a relevant resource for additional information and/or related support services available in Canada.	1	2	3	4	5	
The videos speaks effectively to the target audience of youth ages 15-24 and pushes for self-reflection and raised awareness about the topic.	1	2	3	4	5	
Overall Quality						/15
The video is edited effectively, transitions are used appropriately and flows well.	1	2	3	4	5	
Camera is stable, smooth movements and pans, subject is framed well, subject is lit and clearly visible.	1	2	3	4	5	
Good quality of both image and sound	1	2	3	4	5	

Additional Comments: