



Video Criteria	Outstanding	Proficient	Incomplete	Score
Intro	The intro is Intriguing and Provides a Hook that motivates the viewer to continue watching the video. Quickly explains what is going to be happening in the video! Points: 12	Clear and Coherent intro that sparks interest on the Video Topic Points: 6	Video is Missing a Coherent Introduction. Points: 0	/12
B-Roll	B-Roll is used to complement the story telling of the Hunt. Used as a Cutaway Scene! Points: 12	B-Roll Footage in video, but does not connect story Points: 6	No B-Roll Footage Used in video. Points: 0	/12
Video Audio	Audio of Video is clear, and efficient in communicating the main video points. Background Audio is balanced, and doesn't take away from original audio! Points: 12	Clear Audio, Helps enhance communicate the story, but background audio is not balanced. Points: 6	Audio is not clear or consistent. Points: 0	/12
Transitions	Smooth purposeful transitions. Impacts to the story line, Interview scenes are used to explain the telling of the story clearly! No random scenes or events! Over communicated the story! Points: 12	Transitions from scene to scene are somewhat smooth, and structured. Overall transition doesn't impact story of the video. Points: 6	No Interviews, transitions, or enhancements to compliment the video story. Points: 0	/12
Lighting	All Scenes in the Hunt/Video have Outstanding Lighting. Viewers can clearly see what is happening in video. Points: 12	Few Scenes have insufficient lighting, and take away from overall video quality. Points: 6	Majority of senes have insufficient lighting. Either too light or too dark. Points: 0	/12
Video/Hunt Story	Video Has high quality scenes, and Video story moves smoothly from scene to scene. Digital edits are used appropriately to enhance the video experience. Points: 14	Video is properly edited. A variety of transitions are used. Video has a good pace. Points: 6	No story structure, and not transitions/ interviews between videos. Points: 0	/14
Brand Representation	FeatherNett Outdoors and or FeatherNett Outdoors Partners is Professionally Represented in the Video! Points: 14	FeatherNett or Partners are Represented in video. Points: 6	No FeatherNett or Partner Representation in video. Points: 0	/14
Outro	Clear Conclusion of the video is made, wrapping up the entire video. No loose ends are left within the video. Points: 12	Conclusion to video, but unanswered scenes, not a clear ending/summary to the video. Points: 6	No Conclusion or answers to the story of the Hunt/Video Points: 0	/12
Total Score:				/100

Hunting Video Outline:

- ★ Intro
- ★ Build Up Events
- ★ Climax Of Hunt
- ★ Descending Events
- ★ Outro

Notes:

- Original Audio
- No Music in videos being submitted

***Display:**

- Education
- Entertainment
- Sportsmanship
- FeatherNett Outdoors Representation
- Ethical Hunting
- Safety
- State/Federal Conservation Laws