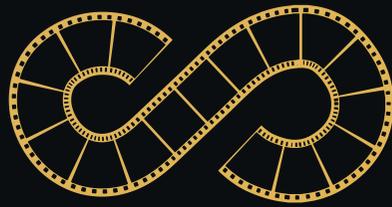


# HAELO FILM FESTIVAL

Criteria	Does not exist - (0)	Low - (1-5)	Medium - (6-10)	High - (11-15)
<b>Innovation:</b> <ul style="list-style-type: none"> <li>- Approaches to filming.</li> <li>- Ways of engaging with those being filmed.</li> <li>- Use of production techniques.</li> </ul>	<p>No evidence of innovation present in the film.</p>	<p>Some elements of innovation present. This would include a small number of incidences of the criteria</p>	<p>Significant elements of innovation evident in parts of or throughout. This would include a larger number of incidences of the criteria, encompassing a wider range of the criteria.</p>	<p>A high degree of innovative approaches used throughout, that may include best in class techniques. A high rating in this criteria should include more than one instance of most, if not all of the criteria.</p>
<b>Concept:</b> <ul style="list-style-type: none"> <li>- Purpose of film</li> <li>- Key messages</li> <li>- Targeted audience</li> </ul>	<p>No evidence of concept, or no coherent purpose to entry.</p> <p>No target audience obvious.</p>	<p>Basic purpose is evident but key messages are not obvious and targeted audience may be ill defined.</p>	<p>Concept presented clearly throughout, with a clear understanding of purpose, key messages and audience.</p>	<p>Concept presented in a clear and consistent manner with strong, clear messages that are communicated effectively to the audience throughout.</p> <p>Innovation approaches may be used to convey key concepts in a unique way that build on traditional approaches.</p>
<b>Production Quality:</b> <ul style="list-style-type: none"> <li>- Quality of image &amp; sound</li> <li>- Production techniques</li> </ul>	<p>Quality prevents the audience's ability to understand core messages and purpose. continual distortions to sound or image.</p>	<p>Poor quality throughout. Core messages and purpose may be disrupted by fluctuations in the quality of sound or image.</p>	<p>Standard quality film and production methods evident throughout.</p>	<p>Demonstrates consistently high production quality and multiple novel approaches to production methods throughout. Evidence of using multiple production techniques such as changes to lighting, frame rate, sound effects or camera angles.</p>



# HAELO FILM FESTIVAL

Criteria	Does not exist - (0)	Low - (1-5)	Medium - (6-10)	High - (11-15)
<b>Improvement:</b> <ul style="list-style-type: none"> <li>- Approaches</li> <li>- Methodology</li> <li>- Narrative voice</li> <li>- Improvement stories</li> </ul>	<p>No evidence of improvement focus in entry.</p>	<p>Mention of improvement approaches or techniques sporadically throughout.</p> <p>Improvement may not be core theme or purpose.</p>	<p>Core messages and purpose of the film relates to the sharing or understanding of improvement approaches / techniques.</p> <p>Some mention of promoting the value of the improvement on a regional level.</p>	<p>Improvement techniques, approaches or success stories evident throughout the film.</p> <p>Improvement concepts conveyed clearly, with a focus on outcomes delivered from intervention.</p> <p>Demonstrates a clear understanding of the purpose / value of improvement which may include novel approaches.</p> <p>Mention of promoting the improvement at regional, national or international level.</p>
<b>Impact:</b>	<p>Impact is hampered entirely by the quality, production or lack of clear purpose.</p> <p>Impact on audience is negligible.</p>	<p>Weak impact to the audience and does not convey the theme in a coherent manner.</p> <p>Lacks key recall points.</p>	<p>Conveys a common theme throughout with key recall points as milestones.</p> <p>Some elements of novel approaches to communicate key themes and enhance overall impact.</p>	<p>High impact using a variety of approaches, production techniques, innovative approaches and engages the audience at multiple points.</p> <p>May be on multiple social media mediums due to the level of impact or topic chosen to promote.</p>