



YRE Videography

Assessment Criteria

1. Long form reporting video

- This category invites you to produce a mini-documentary or video news report about a real-world environmental issue. Your video should combine research, interviews, field footage, and narration, like a segment you would see on TV or YouTube. Try this category if you enjoy investigative storytelling and filmmaking.
- Video must be no longer than 3 minutes. This does NOT include credit roll. Must be filmed in landscape (horizontal).
- Must have a title of no more than 140 characters.
- Must be submitted in a file format supported on YouTube (.mp4; .mov).
- Must be technically and artistically of good quality. This includes composition, lighting, colour, sharpness, and subject.
- Facts, statistics, and scientific information must be supported by credible sources.
- Any quotes used must be from real and credible sources.
- Sources used in the video must be cited either in a credit roll at the end of the video or with a separate 'References' list.
- It is recommended that approximately 70% of the final video should be made up of students' own original images, video footage and audio. If additional images (photographs, illustrations, diagrams, etc.), video footage or audio is used, the original author/source must be cited
- The video is a fair and truthful representation of reality, and the subject(s) and/or scene(s) have not been manipulated or altered.
- The video is original in subject and/or scope. The student has picked a challenging and/or creative topic or has depicted a topic in a different and/or creative way.
- The participant has engaged in fieldwork and conducted research and interviews (either in-person or over the phone) outside of their school grounds.
- Use of any form of AI, excessive photo editing will not be accepted in this category.
- The participant has disseminated (shared) their work (personal sphere, school community, National Operator or media such as newspaper/TV/Radio)
- Use of any form of AI will not be accepted in this category. Points should be deducted should the use of AI be detected.

2. Short form campaign video

- This category invites you to create an impactful 60-second video campaign that raises awareness, promotes sustainable values, or inspires your audience to act. Videos can be staged, scripted, or creatively edited for impact. This format is ideal for platforms like TikTok, Instagram Reels, YouTube Shorts, or Snapchat. Try this category if you enjoy social media content creation and creative advocacy.
- Video must be no longer than 1 minute. This does NOT include credit roll. Must be filmed in portrait (vertical).
- Must have a title of no more than 140 characters.
- Must be submitted to the National Operator in a file format supported on YouTube.
- Must be technically and artistically of good quality. This includes composition, lighting, colour, sharpness, and subject.
- There must be a very clear call to action for the audience at the end of the short-form video.
- Facts, statistics, and scientific information must be supported by credible sources.
- Any quotes used must be from real and credible sources.
- Sources used in the video must be cited on a separate 'References' list.
- It is recommended that approximately 70% of the final video should be made up of students' own original images, video footage and audio. If additional images (photographs, illustrations, diagrams, etc.), video footage or audio is used, the original author/source must be cited.
- Well-Rounded/Holistic Perspective/Local-Global Connection
- Video should address the historical, economic, social, and/or political implications of the chosen topic through an environmental lens.
- The video should show the link between local and global events, issues and/or phenomena.
- The video should identify relevant and feasible solutions to the environmental issue(s) depicted in the video OR raise awareness about an environmental issue(s), promote certain lifestyle and/or positive actions.
- The video is original in subject and/or scope. The student has picked a challenging and/or creative topic or has depicted a topic in a different and/or creative way.
- The participant has engaged in fieldwork and conducted research on the chosen topic outside of their school grounds.
- The participant has disseminated (shared) their work (personal sphere, school community, National Operator or media such as newspaper/TV/Radio)
- Short-form campaign video entries should be recorded in portrait.
- Use of any form of AI will not be accepted in this category. Points should be deducted should the use of AI be detected.