

Tier 1: Does the video follow the guidelines? (Yes/No)

- Does the video run within the 5 min time limit? **YES**
- Is the subject matter relevant to the task set out in the challenge description? **YES**
- Are any copyrighted materials used in the video? **NO**
- Is any part of the video inappropriate? **NO**

Tier 2: Quality of Video

Criteria	Elements	Weight									
Content quality	<ul style="list-style-type: none"> ▪ How effective is the video in meeting the contest objective? ▪ Does it make an effective case for the potential of mining to shape the future? ▪ Is the vision presented in the video grounded in facts about the industry that are accurate and current? ▪ Is the vision offered logical and appropriate? ▪ Does it motivate visionary thinking and inspire action by industry leaders? ▪ Is the viewer left with a strong understanding of the subject matter? 	1	2	3	4	5	6	7	8	9	10
Originality and creativity of concept	<ul style="list-style-type: none"> ▪ Is the video original, creative and innovative? ▪ How well does it draw in the viewer and keep his/her attention? ▪ Is language used effectively? ▪ Do images and/or graphics relate well to the content? ▪ Will the viewer remember the video and feel like he/she wants to learn more? 	1	2	3	4	5	6	7	8	9	10
Production quality	<ul style="list-style-type: none"> ▪ Is the video well planned, with smooth transitions and edits? ▪ Is the sound is expertly balanced and easy to hear? ▪ Do all sound and visual elements coincide with the video's message? 	1	2	3	4	5	6	7	8	9	10
		TOTAL /30									

EACH CRITERION WILL BE RANKED ON A SCALE FROM 1 (LOW) TO 10 (HIGH), AND THE RANKINGS WILL BE ADDED TO GENERATE A TOTAL SCORE OUT OF 30.