

Judging Rubric

| Does the video follow the guidelines? | | |
|--|-----------------------------|------------------------------|
| Does the video run within the 90-second total time limit? | <input type="checkbox"/> No | <input type="checkbox"/> Yes |
| Is the information included in the video accurate and relevant? | <input type="checkbox"/> No | <input type="checkbox"/> Yes |
| Is any portion of the video inappropriate? | <input type="checkbox"/> No | <input type="checkbox"/> Yes |
| Are any copyrighted materials used in the video? | <input type="checkbox"/> No | <input type="checkbox"/> Yes |
| For Semifinalists: Did the student compete all necessary forms (online entry form, parent permission form, and, if needed, actor release forms)? | <input type="checkbox"/> No | <input type="checkbox"/> Yes |

| Quality & Content of Video | | | |
|--|---|--|---|
| 45% – Logical Content Quality: Appropriate and logical explanation for the topic was supported by the examples presented | | | |
| 4 points | 3 points | 2 points | 1 point |
| A strong explanation is offered that is both logical and appropriate | An explanation is offered, but does not clearly connect to the topic. The content is appropriate. | An explanation is offered that does not match the topic or is not appropriate. | No logical explanation is offered. |
| 25% – Memorable/Creative: How well the video can draw in the viewer and keeps the viewer's attention | | | |
| 4 points | 3 points | 2 points | 1 point |
| Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more. | Viewer is left with general understanding and will remember the video. | Viewer does not understand the topic as presented. Some introduced themes/topics may distract from message. | Presentation is unclear on the topic and unmemorable. |
| 25% – Originality and Innovation: Did the producer use original and innovative thinking | | | |
| 4 points | 3 points | 2 points | 1 point |
| Video is original, innovative, creative and unique. | Video has some original thought and is moderately creative. | Video has little original thinking. | Video has no original thinking. |
| 5% – Production: Overall quality of production (including visual and sound elements) | | | |
| 4 points | 3 points | 2 points | 1 point |
| Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message. | Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message. | Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting. | Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message. |