

Judging Rubric

Tier One

Does the video follow the guidelines? (Yes / No)

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|---|----------|
| 1. Does the video run within the 60-second time limit? | Yes / No |
| 2. Is the information included in the video accurate and current? | Yes / No |
| 3. Are there any copyrighted materials used in the video? | Yes / No |
| 4. Is any portion of the video inappropriate? | Yes / No |
| 5. For Finalists: Did the student complete all necessary forms (online entry form, parent permission form, and, if needed, actor release form)? | Yes / No |

Tier Two

Quality of Video

45% - Content Quality: Does the video clearly make the connection between the audience and the chosen topic?

4 Points

Audience is clearly tied in with the topic in an obvious manner; a strong connection is shown between population and topic.

3 Points

Audience is tied in with the topic; a fairly clear connection is made between the audience and the topic.

2 Points

Audience is mentioned but the connection to the topic is not supported.

1 Points

Audience is mentioned but the connection to the topic is not supported.

Does the video explain why the chosen topic is important on a national scale?

4 Points

The video expertly makes the case for the topic's importance using precise arguments.

3 Points

The video explains the topic's importance but the arguments are not complete.

2 Points

The video states that the topic is important but provides little explanation.

1 Points

The video does not explain why the chosen topic is important.

45% - Memorable / Creative: How well does the video draw in the viewer and keep their attention?

4 Points

Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more.

3 Points

Viewer is left with a general understanding and will remember the video.

2 Points

Viewer mostly understands the topic and might remember the video. Some Introduced themes / topics may distract from the message.

1 Points

Presentation is unclear on the topic and unmemorable.

Is the video original and innovative?

4 Points

Video is original, creative, and unique.

3 Points

Video has some original thought and is moderately creative.

2 Points

Video has little original thinking.

1 Points

Video has no original thinking.

10% - Production: What is the overall quality of production (including visual and sound elements)?

4 Points

Video is well planned w/ smooth transitions & edits. Sound is expertly balanced & easy to hear. All sound & visual coincide with the video's message.

3 Points

Video is well planned w/ competent edits. Sound is well balanced & easy to hear. Most sound & visual elements blend with the video's message.

2 Points

Video was somewhat planned. Transitions & edits are rudimentary. Sound is reasonably balanced. Some sound & visual elements and distracting.

1 Points

Video is not well planned & has poor edits. Sounds is of poor quality. Many sound & visual elements distract from the video's message.