

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

Tier Two

Quality of Video

35% - Content Quality: Does the video clearly make the connection between population and the chosen topic?

4 Points

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

3 Points

Population is tied in with the topic; a fairly clear connection is made between population and topic.

2 Points

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

1 Point

Population is not tied in with the topic; no connection between population and topic is made.

Does the video explain why the chosen topic is important on a global 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 Point

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

35% - 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 learn more.

3 Points

Viewer is left with 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 message.

1 Point

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 Point

Video has no original thinking.

20% - Logical Solution: Is the solution offered appropriate and supported by your claims?

4 Points

A strong solution is offered that is both logical and appropriate.

3 Points

A solution is offered but doesn't clearly connect to the video's claims. The solution is inappropriate.

2 Points

A solution is offered but does not match the video's claims or is not appropriate.

1 Point

No solution is offered.

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

4 Points

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.

3 Points

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.

2 Points

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

1 Point

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.