

## Public Service Announcement – Video Competition Rubric

Student Names: \_\_\_\_\_

School/Team: \_\_\_\_\_

Maximum  
Score:100 TOTAL

Score				
CATEGORY	17-20	13-16	9-12	0-8
<b>Creativity</b>	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.
<b>Requirements</b>	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.
<b>Technical Quality</b>	Video is of highest quality, transitions and edits are smooth and appropriate to the content; sound is excellently balanced and easy to hear, music and other enhancements contribute strongly to the overall presentation without being distracting. Excellent use of light, setting, color, graphics, effects, etc. to enhance the presentation.	Video is of high quality, transitions and edits are smooth and do not distract from the content, sound is well balanced and easy to hear, music and other enhancements contribute to the presentation without being too distracting. Makes good use of light, setting, color, graphics, effects, etc. to enhance to presentation.	Video is of good quality, transitions and edits are usually smooth and not distracting, sound is reasonably balanced and easy to hear, music and other enhancements are not too distracting. Makes use of light, setting, color, graphics, effects, etc. but occasionally these detract from the presentation content.	One or more of the following is true: video is of poor quality, transitions and edits are distracting, sound is poor quality or poorly balanced, or music and other enhancements are distracting. Makes use of light, setting, color, graphics, effects etc. but these often distract from the presentation content.
<b>Persuasiveness</b>	Covers topic in-depth with details and examples. Subject knowledge is excellent. The presentation is credible and highly convincing.	Includes essential knowledge about the topic. Subject knowledge appears to be good. The presentation is credible and convincing.	Includes essential information about the topic but there are 1-2 factual errors. The presentation is seemingly credible and plausible.	Content is minimal, there are several factual errors, or the presentation is unconvincing.
<b>Presentation</b>	Excellent job of communicating purpose of video. Description is clear, concise and convincing. Speaks clearly and audibly. Excellent eye contact. Proper introduction of self & team; Seems clearly comfortable with delivery.	Very good job of communicating purpose of video. Description is clear, concise, and convincing. Speaks clearly and audibly. Maintains eye contact with judges. Self & team, are introduced. Good comfort of delivery.	Good job of communicating purpose of video. Description is clear. Voice is at an acceptable volume. Some eye contact with judges is exhibited. Introduction of self, team; Slightly uncomfortable with delivery.	Poor to fair job of communicating purpose of video. Inaudible. Some eye contact with judges. Statements may be confusing or unclear with long pauses between statements. No introduction. Delivery looks very uncomfortable.