Judging Rubric

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

- Does the video run within the 60-second time limit? Yes
- Is the information included in the video accurate and current? Yes
- Are any copyrighted materials used in the video? No
- Is any portion of the video inappropriate? No

For Finalists: Did the student compete 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 topic in an obvious manner; a strong connection is shown between population and topic.
- 3 Points Population is tied in with topic; a fairly clear connection is made between population and topic.
- 2 Points Population is mentioned but the connection to topic is not supported.
- 1 Point Population is not tied in with 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 to 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 appropriate.

2 Points  A solution is offered by 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.