

Video Contest Rubric

1. Thesis or Introduction

20 Points: Excellent – Directly addresses the prompt; clear and coherent; focused; includes counter-claim.

15 Points: Good – Directly addresses the prompt; clear and coherent, but could have been better focused or missing counter-claim.

10 Points: Satisfactory – Does not directly address the prompt; or minimally acceptable, simplistic, and ignores counter-claim.

5 Points: Unsatisfactory – Does not directly address the prompt and is weak, unclear, or unfocused.

2. General Production

10 Points: Excellent – Well-spoken and presented; organized and focused; added audio (such as music) and visuals enhance production; onscreen text conforms to proper use of English.

7 Points: Good – Speaker speaks clearly and presents the information well; presentation is organized and focused; added audio and visuals do not distract from production; onscreen text conforms to proper use of English.

4 Points: Satisfactory – Speaker isn't consistently clear or does not speak at a good pace; mostly organized and focused; added visuals do not enhance production; or onscreen text does not fully conform to proper use of English.

0 Points: Poor – Speaker is not clear; presentation is not organized or focused; added audio/visuals detract from production; onscreen text does not conform to proper use of English.

3. Technical Production

10 Points: Excellent – Audio is clear with good volume; and visual quality demonstrates good camera-work and lighting, and or well-produced slides.

7 Points: Good – Audio and visual quality could have been better, but do not significantly detract from presentation.

4 Points: Unsatisfactory – Audio and visual quality moderately distracts from the message.

0 Points: Poor – Poor audio and visual quality significantly distract from the message.

4. Originality & Creativity

20 Points: Excellent – Original, interesting and very engaging; creative and/or novel presentation of topic.

15 Points: Good – Fairly interesting and engaging; shows some originality and creativity in presentation of topic.

10 Points: Satisfactory – Ordinary/routine presentation.

5 Points: Unsatisfactory – Uninteresting.

5. Research & Factual Accuracy

20 Points: Excellent – Includes thorough and relevant research that is cited and which supports the thesis; all facts are accurate.

15 Points: Good – Includes some cited and relevant research that supports the thesis; all major facts are accurate.

10 Points: Satisfactory –Includes little research, or the research is not cited; and insufficient research to support the thesis; most facts are accurate.

5 Points: Unsatisfactory – Insufficient research and/or includes significant factual errors.

0 Points: Includes no research or relies on assertion rather than research.

6. Depth of Understanding

20 Points: Excellent – fully addresses prompt; demonstrates in-depth knowledge of the topic; conclusion aligns with thesis.

15 Points: Good – directly addresses prompt; demonstrates substantial knowledge of the topic; conclusion aligns with thesis.

10 Points: Satisfactory – addresses prompt; goes beyond a superficial explanation; conclusion indirectly aligns with thesis/introduction.

5 Points: Unsatisfactory – does not address prompt; demonstrates only a superficial understanding of the topic.

0 Points: demonstrates a complete lack of understanding of the topic.