



Student Video Contest Judging Rubric

400 East Spring Valley Road
Richardson, TX 75081

Project Title: _____

Tier One Criteria: Does the video comply with the Official Rules and Guidelines?

- Does the video run within the 60-second time limit? **[Yes] [No]**
- Are any copyrighted materials used in the video? **[Yes] [No]**
- The subject matter is "appropriate for a school environment?" **[Yes] [No]**
- Did the student complete the Official Entry Form? **[Yes] [No]**

Tier Two Criteria: Video Quality

(Excellent)5...4...3...2...1(Poor)

Content/Delivery:

- clearly represents an element of digital citizenship 5...4...3...2...1
- is relevant to the intended audience 5...4...3...2...1
- provides insight into the topic 5...4...3...2...1
- presents accurate information 5...4...3...2...1
- images and/or graphics relate well to content 5...4...3...2...1

Content/Delivery Score: _____

Technical Aspects

- camera is stable, video moves smoothly from shot to shot 5...4...3...2...1
- subject is framed well, images are well composed 5...4...3...2...1
- subject is lit and clearly visible 5...4...3...2...1
- sound is clear and consistent 5...4...3...2...1
- video is edited effectively, flows well 5...4...3...2...1

Technical Score: _____

How well does the video keep the viewer's interest and persuade him/her to improve digital citizenship?

(Very Well)5...4...3...2...1(Not at All)

5...4...3...2...1

Total Score: _____