**Rubric**

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|  | **5** | **4** | **3** | **2** | **1** |
| **Content Knowledge** | Video content exemplifiesaccuracy supported with factsand documentation. The videoshows clear understanding ofcontent and shows that contenthas been evaluated andsynthesized | Video message is accurate,documented, and supported withfacts. The video shows clearunderstanding of content | Video appears to containfactual information but notverified or documented.The video shows someunderstanding of content. | Video contains opinionor bias not supported byfacts. The video showslittle understanding ofcontent. | Video is notaccurate. Thevideo shows nounderstanding ofcontent. |
| **Creativity & Originality** | Video product grabs theaudience with unexpected andnovel techniques to illustrateexemplary creativity,originality, and imagination.Leaves the audience with a“Wow” reaction. | Video product engages the audiencewith imaginative design elementsthat enhance the original idea ormessage. | Video includes novel waysof presenting an originalidea or message but is usedinconsistently throughoutthe video. | Video demonstratessome imaginationwithout real engagementof the audience. | Video lacks anycreativity or use ofimagination. |
| **Message** | Message is clear and concisethroughout the entire video.Exemplary demonstration ofmessage through a singlethought or phrase (tag line). | Message is clear and concisethroughout the entire video. | Message is present but notconsistent throughout. | Mixed messagescontained without clearconnection. | Lack of messagein video. |
| **Technical Components** | Video exhibits exemplarydemonstration of camera,narration, sound, editing,lighting, and transitions toincrease effectiveness of overallmessage or theme. | Video consistently demonstrateseffective use of camera, narration,sound, editing, lighting, andtransitions for effective transmissionof message or theme. | Video includes componentsof camera use, narration,sound, editing, lighting,and transitions but may notequally support thetransmission of message ortheme. | Video includes camerause, narration, sound,editing, lighting, andtransitions but does nottransmit the message ortheme. | Video omits someof the necessaryelements totransmit messageor theme |