

<b>Performance Level</b>	<b>Not Satisfactory</b>	<b>Satisfactory</b>	<b>Excellent</b>
<b>Introduction</b>	The introduction does not orient the viewer to what follows. <b>0–4 points</b>	The introduction is clear and coherent and evokes moderate interest/response from the viewer. <b>5–7 points</b>	The introduction is moving and hooks the viewer from the beginning. <b>8–10 points</b>
<b>Video content and organization</b>	The video lacks a central theme, clear point of view, and logical sequence of information. Much of the information is irrelevant to the overall message. <b>0–4 points</b>	Information is connected to a theme, details are logical, and information is relevant throughout most of the video. <b>5–7 points</b>	Video includes a clear statement of purpose. Events and messages are presented in a logical order with relevant information that supports the video’s main ideas. <b>8–10 points</b>
<b>Personality</b>	The personality of the candidate does not convey passion, energy, or enthusiasm. <b>0–4 points</b>	The personality of the candidate is positive and hopeful. <b>5–7 points</b>	The personality of the candidate is passionate, persuasive, and positive! <b>8–10 points</b>
<b>Closure</b>	The video ends abruptly and does not convey the theme/message. <b>0–4 points</b>	The video ends in a manner that will adequately cause the viewer to remember the theme/message. <b>5–7 points</b>	The video ends in an effective and creative manner that will cause the viewer to remember the theme/message. <b>8–10 points</b>
<b>Creativity</b>	The video lacks creativity, such as reading from a script with no visual effects or contrast. <b>0–4 points</b>	The video contains adequate creativity with variations in content. <b>5–7 points</b>	The video displays abundant creativity with visual effects and variations in content without distracting from the overall message. <b>8–10 points</b>
<b>Production</b>	Video is of poor quality and is unedited. There are no transitions added, or transitions are added so frequently that they detract from the video. <b>0–4 points</b>	Video is edited. A variety of transitions are used to help tell the story. Most of the video has good pacing and timing. Graphics are used appropriately. <b>5–7 points</b>	Video is edited. Video runs smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea. Shots and scenes work well together. Graphics explain and reinforce key points in the video. <b>8–10 points</b>
<b>Length (30 to 60 seconds)</b>	Too short or too long (no shorter than 30 sec.– no longer than 60 sec.) <b>0–4 points</b> <i>Videos longer than 60 sec. will result in disqualification.</i>	Adequate length (45-50 seconds) <b>5–7 points</b>	Maximizing time requirements (50-60 seconds) <b>8–10 points</b>
<b>TOTAL:</b>			
<b>PROJECT SCORE:</b>			

*Judges will be full-time faculty or staff with experience and professional training or education in graphic design, communications broadcasting, and digital media.*