

Performance Level	Not Satisfactory	Satisfactory	Excellent
Introduction	The introduction does not orient the viewer to what follows. 0-4 points	The introduction is clear and coherent and evokes moderate interest/response from the viewer. 5-7 points	The introduction is moving and hooks the viewer from the beginning. 8-10 points
Video content and organization	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. 0-4 points	Information is connected to a theme, details are logical, and information is relevant throughout most of the video. 5-7 points	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. 8-10 points
Personality	The personality of the candidate does not convey passion, energy, or enthusiasm. 0-4 points	The personality of the candidate is positive and hopeful. 5-7 points	The personality of the candidate is passionate, persuasive, and positive! 8-10 points
Closure	The video ends abruptly and does not convey the theme/message. 0-4 points	The video ends in a manner that will adequately cause the viewer to remember the theme/message. 5-7 points	The video ends in an effective and creative manner that will cause the viewer to remember the theme/message. 8-10 points
Creativity	The video lacks creativity, such as reading from a script with no visual effects or contrast. 0-4 points	The video contains adequate creativity with variations in content. 5-7 points	The video displays abundant creativity with visual effects and variations in content without distracting from the overall message. 8-10 points
Production	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. 0-4 points	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. 5-7 points	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. 8-10 points
Length (30 to 60 seconds)	Too short or too long (no shorter than 30 sec. – no longer than 60 sec.) 0-4 points <i>Videos longer than 60 sec. will result in disqualification.</i>	Adequate length (45-50 seconds) 5-7 points	Maximizing time requirements (50-60 seconds) 8-10 points
TOTAL:			
PROJECT SCORE:			

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