

RESNET ELC Video Judging Rubric

	Unacceptable (0 pts)	Needs Improvement (1 pt)	Good (2 pts)	Exemplary (3 pts)	Score
Clarity of the message and relevance to the topic selected	Topic of the video and message is not clearly stated or well explained. Message relevance is unclear or does not exist in video.	Topic and message of video is somewhat stated but provides little explanation of the relevance.	Topic and message of video is generally stated and noticeably explains its relevance.	Topic and message of video is clearly stated and substantially explains relevance and importance.	
Accuracy	No knowledge of information and topic presented, would misguide or misinform audience.	Minimal information about topic and/or incorrect or incomplete facts presented.	Displays knowledge and accurate information, communicates it effectively to audience.	Demonstrates complete and comprehensive information on the topic. Information is explained completely and accurately.	
Memorable and engagement	Script takes little or no effort to engage and hold attention of the audience.	Attempts to engage audience but lacks originality.	Effectively engages audience and demonstrates imagination.	Actively engages audience and demonstrates originality and memorable content.	
Time limit	4 or more minutes over time requirement	Over 2-4 minutes of time requirement	Over 0-2 minutes of time requirement.	Meets exact time requirements (under 8 minutes).	
Production quality and creativity	Video is poorly planned; transition and editing are hard to follow. Sound and visual elements interfere and distract from video's message.	Video shows general planning. Transitions, visual quality, and editing are rudimentary. Some of the audio and visual quality distract from video message. Production is ordinary or unoriginal.	Video is well planned and produced. Competent transitions. Clear audio and visual for majority of video, and compliments and reinforces the message. Freshness and originality are exemplified in the video.	Video is thoughtfully planned and executed with smooth transition, exemplary editing and audio/visual quality. Freshness and originality are exemplified in the video.	