

# EVALUATION SCORING RUBRIC

Please rank video submissions based on the following criteria, evaluating how well participant(s) meet each point.

**Entries will be ranked from 1 (least effective) to 10 (most effective)**

## MESSAGING & COMMUNICATION

|          |   |   |   |   |   |   |   |   |   |    |                                                                                                    |
|----------|---|---|---|---|---|---|---|---|---|----|----------------------------------------------------------------------------------------------------|
| <b>A</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Conveys the excitement and potential of science                                                    |
| <b>B</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Includes personal interest in research and/or how it could impact people                           |
| <b>C</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Explains why continued federal support for fundamental research is critical to our nation's future |
| <b>D</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Communicates in clear language and avoids using overly technical terms                             |
| <b>E</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Message of the importance of research is clear throughout video                                    |

**Total Points:** **/50**

## CREATIVITY

|          |   |   |   |   |   |   |   |   |   |    |                                                          |
|----------|---|---|---|---|---|---|---|---|---|----|----------------------------------------------------------|
| <b>F</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Content is compelling and maintains audience's attention |
| <b>G</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Originality                                              |
| <b>H</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Narrative coherence                                      |

**Total Points:** **/30**

## VIDEO & EDITING QUALITY

|          |   |   |   |   |   |   |   |   |   |    |                                                                                            |
|----------|---|---|---|---|---|---|---|---|---|----|--------------------------------------------------------------------------------------------|
| <b>I</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Filming quality, including: clear audio, steady video, framing, focus, good lighting, etc. |
| <b>J</b> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Editing quality, including: smooth transitions, synchronization of audio and video, etc.   |

**Total Points:** **/20**

**TOTAL SCORE:** **/100**