

LifeSmarts Video Challenge Rubric

Scoring Directions: Using a sliding scale, assign points for each category; 10 points being exemplary and no points for inadequate or incomplete.										
Criteria	Exemplary		Proficient			Partially Proficient			Incomplete	
Concept/Objectives	Educational purpose and objectives are clearly stated at the beginning.		Educational purpose and objectives stated.			Educational purpose and objectives are not clearly stated.			Educational purpose and objectives are unclear and not stated directly.	
Score	10	9	8	7	6	5	4	3	2	1 0
Content/ Vocabulary	Content/vocabulary is appropriate. Concept and objectives are clearly and accurately defined and illustrated. Video provides educational reference material of value beyond the LifeSmarts Competition. No copyrighted music, video or images included.		Content/vocabulary e clearly and accurately defined, demonstrates understanding. Video provides educational value beyond the LifeSmarts Competition. No copyrighted music, video or images included.			Content not always clearly stated or accurate; lacks supporting information. Video has value for LifeSmarts Competition. No copyrighted music, video or images included.			Content is inaccurate, incomplete or confusing. Video has limited educational value. Contains copyrighted music, video or images.	
Score	10	9	8	7	6	5	4	3	2	1 0
Creativity /Delivery	Creativity and original delivery enhance the content and objectives. The audience’s attention and curiosity is captured.		Creative element included and does not distract or enhance the content delivery. The audience is engaged.			Lacks creativity or creative elements distract from content and objectives. The audience is indifferent to presentation.			Design and delivery is not original. Audience is not engaged.	
Score	10	9	8	7	6	5	4	3	2	1 0
Organization	Logically organized, well ordered to teach concept. All information presented directly relates to a theme. Video is between 55-65 seconds long		Organized, information supports theme. Video is within 5 seconds of required 55-65 second length			Somewhat organized, the content is sometimes disconnected from the theme. Video is within 10 seconds of required 55-65 second length			Lacks organization and logical sequencing of information. Theme is not obvious. Video is more than 10 seconds too short or too long	
Score	10	9	8	7	6	5	4	3	2	1 0
Technical “slack time” excess dead time	Entire video is focused, well framed. There is no slack time and the audio easily understood.		Most of the video is focused and well framed. There is little slack time and audio is understood.			Some of the video is not focused. Edits needed to remove slack time and/or audio is unclear in places.			Video production distracts from message. Slack time interrupts the message and/or audio is unclear.	
Score	10	9	8	7	6	5	4	3	2	1 0