

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 are appropriate. Concept and objectives are defined and illustrated. Video provides educational reference material of value beyond the LifeSmarts Competition.	Content/vocabulary are clearly and accurately defined, demonstrates understanding. Video provides educational value beyond the LifeSmarts Competition	Content not always clearly stated or accurate; lacks supporting information. Video has value for LifeSmarts Competition.	Content is inaccurate, incomplete or confusing. Video has educational reference only.
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. Video reflects the spirit of the team and home state.	Creative element included and does not distract or enhance the content delivery. The audience is engaged. Video reflects team or home state spirit.	Lacks creativity or creative elements distract from content and objectives. The audience is indifferent to presentation. Video references team and/or home state.	Design and delivery is not original. Audience is not engaged. Video does not reflect team or home state spirit.
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.	Organized, information supports theme.	Somewhat organized, the content is sometimes disconnected from the theme.	Lacks organization and logical sequencing of information. Theme is not obvious.
Score	10 9	8 7 6	5 4 3	2 1 0
Technical “slack time” excess dead time	Entire video is in focus, well framed. There is no slack time and the audio easily understood.	Most of the video is in focus 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