

Video Contest Rubric (Sample)

Prompt: Create a video aimed at teens that will raise awareness of teen dating violence and promote healthy and safe relationships.

Video # _____

Content	1	2	3
Quality of Information	No information is included to make the point	Some information is included to make the point	Complete information is included to make the point
Accuracy of Information	Little information is accurate	Some of the information is accurate	All information is accurate
Relevance of Script, Audio, and Video	Material is irrelevant	Some of the material is relevant	All material is relevant
Video	1	2	3
Editing Quality	Videos were poorly edited, either too short or too long, transitions were not appropriate to video	Videos were edited with moderate quality, transitions were used in an acceptable fashion	Videos were exceptionally edited, with appropriate timing, cuts, and quality of transitions
Video Quality	Videos were low quality, grainy, unclear, and poorly framed	The video was of acceptable quality, somewhat clear, framed with moderate quality	Videos were very clear, framed well, and easy to watch
Script	Either no script, or a poorly written script that doesn't go along with video aspects	The script was written decently, and aligned with some video aspects	The script was exceptionally written and went along with the video perfectly.
Audio	1	2	3
Audio Quality	The audio is difficult to understand, either too quiet or too loud, and diminishes the quality of the video	The audio is of moderate quality. It is not overly loud or quiet, and it does not take away from the video	The audio is excellent. It enhances the quality of the video and does not distract from the message of the video
Message	1	2	3
Relates to Target Audience	Doesn't try to relate to target audience	Somewhat relates to the target audience	Accurately relates to target the audience
Message is Communicated	Message is not identified	Message is someone clear	Message can easily be identified
Miscellaneous	1	2	3
Copyright Laws	Copyright violation is present		No copyright violations
Sources	No sources are listed	Sources are listed but not all are reliable	Sources are listed and reliable
Length	Incorrect length (either under 2 minutes or over 5 minutes)		Appropriate length (2-5 minutes)
Originality	Unoriginal	Somewhat original	Inspiring and creative

Total Points: _____