# STEM IN ACTION VIDEO CONTEST RUBRIC

| CATEGORY | EXCELLENT (4) | VERY GOOD (3) | GOOD (2) | SATISFACTORY (1) |
|---|---|---|---|---|
| **CREATIVITY** | | | | |
| Overall Impact | The unique organization of content and execution create a striking and memorable work. ***Attracts and impresses.*** | The organization, content, and execution create cohesive work. ***Leaves a lasting impact.*** | The organization, content, and execution are addresses in the work. ***Holds attention.*** | The organization, content, and execution are incomplete in the work. ***Minimal impact.*** |
| Messaging | Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more. | Viewer is left with general understanding and will remember the video. | Viewer mostly understands the topic and might remember the video. Some introduced themes/topics may distract from message. | Presentation is unclear on the topic and unmemorable. |
| **STEM MESSAGE** | | | | |
| Creativity | The video shows unique and creative interpretation of the theme. Effort was far beyond that required, with great attention to detail. | The video shows clear understanding of the theme and the student's ability to think "outside the box." | The video shows some creativity and adequate interpretation of the theme. Lacks added detail to make it pop. | Meets design requirements but shows no evidence of original thought or interpretation of theme. Lacks attention to detail. |
| Production | Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message. | Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message. | Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting. | Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message. |