

## KANSAS STUDENT TECHNOLOGY LEADERSHIP VIDEO & PSA RUBRIC

v.3 2008

VIDEO RUBRIC	EXEMPLARY 5	ADVANCED 4	PROFICIENT 3	DEVELOPING 1-2	UNSATISFACTORY 0
<b>Content</b> – Does your presentation stay focused on an informative topic? Does it inform the audience about the topic? Are the message and ideas presented clearly?	Project is totally message focused. Audience is amazed by the information, ideas or message by being constantly compelled or captivated.	Project is focused and very informative; Fully informs audience and ideas/message are very clearly presented. Audience is mostly compelled or captivated.	Project is focused and informative; Ideas and information are developed. Audience is informed and clear on the message.	Project provided information, but doesn't stay focused on topic. Ideas/information not fully developed. Audience desires more information.	Content & information is in question. Does not inform; does not stay focused on the topic or message. Content is not presented clearly. Audience is confused.
<b>Organization</b> – Do you present the information in a logical order? Do you have an introduction and conclusion?	Captivating introduction, compelling conclusion, and compelling order of presenting the information enhances the message in a way that captivates the audience.	Captivating introduction, compelling conclusion, and compelling order of presenting the information enhances the message.	The order information is presented supports the message in a way that leads the viewer to understanding. Serviceable introduction and conclusion are present.	The order information is presented detracts from the message in a way that leads the viewer to cloudy understanding. Introduction or conclusion is missing.	The order information is presented prevents viewers from understanding the intended message. No introduction and/or conclusion.
<b>Video Production Quality</b> Does your live footage continuity, editing, lighting, camera techniques, and/or any visual special effects enhance your message.	Edits, live footage, and stills flow seamlessly and totally enhance the ideas presented. Artistic lighting, camera techniques, and/or use of stills are compelling.	Video flows seamlessly and enhances the ideas presented. Lighting is artistically used to support the project. Still shots, and camera techniques add impact.	Video supports the message. A few edits get in the way. Lighting is suitable. Video is focused and steady. Camera techniques (pan, zoom, close-ups, etc.) are used.	Edits and or lighting are distract. Video at times unfocused or unsteady. Camera techniques distract from the message.	Video or audio do not support ideas presented. Audio inconsistent with video.
<b>Sound quality</b> Does your use of interviews, narration, sound effects and music enhance the message of your presentation?	Excellent use of sound from interviewees or narrator. Sound effects and music inextricably enhance the meaning of the message.	More than appropriate and understandable, all sound enhances the meaning of the message.	All of the message/info. presented in audio is clearly understandable. Approp. music both in supporting the message and volume.	Music and or sound quality, volume, or audibility of speakers detracts form the information or message	Music and or sound quality, volume, or audibility of speakers or narrators detracts from the information or message.
<b>Creativity and Design</b> Backgrounds, Color Schemes Special Effects, Transitions Originality	Excellent sense of design. Combination of elements maximizes the Impact of message. Special effects & transitions enrich the project.	Very good sense of design. Combination of elements maximizes the Impact of message. Special effects & transitions enrich the project.	Good design elements. Backgrounds, color schemes are used appropriately. Some special effects are used. Approp. Trans.	Minimal design elements. Backgrounds, color schemes are used, do not support theme. Some special effects are misused or misplaced.	Use of elements detracts from video. Graphics, color schemes, trans., etc. disrupt flow. Special effects missing or excessive
<b>Mechanics &amp; Copyright</b> Grammar checked, Is Copyright law is followed?	Perfection! No spelling, grammar, and/or punctuation. Copyright statements & permissions are included. All legal requirements are met and sources cited.	One error in spelling, grammar, and/or punctuation. Copyright statements & permissions are included. Most sources are properly cited but there might be some question.	Spelling, grammar, punct. errors are very minor, with little distraction. Copyright questionable. A few sources are cited but not all of them.	Mechanics distract the viewer from understanding the message. Copyright adherence is questionable. Sources are not cited.	Mechanics prevent viewer from understanding message. Copyright Law violations includes violations. Sources are not cited.
<b>Oral Presentation</b> – Communicate effectively with the audience and the judges? Eye contact, speak clearly and loudly Enthusiastic and knowledgeable about your topic?	You were energetic, relaxed, and enthusiastic, with a clear delivery. Well-rehearsed. Your voice, eye contact and pacing held the attention of audience.	Delivery was clear. Communication of ideas was good. Your voice projection was adequate with very few mispronounced words, and “um’s” between statements. Made good eye contact. You introduced yourself and the project.	Presentation was inconsistent. Parts you maintained eye contact and were well spoken but several areas were unorganized and lacked direction. More practice would improve this.	Too slow or too fast in delivery. Communication of your idea was broken and hard to follow. Your voice projection was low with several mispronounced words, and “um’s” between statements. Infrequent eye contact. Failed to introduce yourself and the project.	You struggled in the presentation, with poor voice projection, no eye contact with the audience, and no introduction. Communication of your idea was broken and hard to follow.

NAME:

TOTAL SCORE:

SCHOOL:

JUDGE SIGNATURE:

Judges, please write comments on the back of this sheet or email them to the event coordinator.