



Evaluation Rubric

43rd Annual Summer Institute

Student Video Contest

TIER 1 SCREENING	Video can be viewed Video is in WMV or MOV format	YES NO
<i>note: Any videos scoring "no" in any of the five criteria will be disqualified.</i>	Intellectual property is respected: <ul style="list-style-type: none"> • Copyright rules are followed (credits provided) • Any text/images are school appropriate 	YES NO YES NO
	Video includes editorial introduction or conclusion	YES NO
	Video is between approximately 2 and 4 minutes:	YES NO
	Video is accompanied with submission form signed by the principal of the student's school	YES NO
TIER 2 VIRTUAL SCORING	CRITERIA	
Creativity/Originality	Video is creative, imaginable and or innovative	1 2 3 4 5 6 7 8 9 10
Production Quality	Clear; appealing; audio and images fit the mood	1 2 3 4 5
	Video quality is good; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies) and good editing	1 2 3 4 5
	Voice quality is good; can be heard/understood clearly	1 2 3 4 5
	Used appropriate lighting and extra lights, if needed	1 2 3 4 5
CONTENT ELEMENTS	<ul style="list-style-type: none"> • Video theme/purpose addresses the contest topic • Video examines the role of technology on student culture in schools and cybercommunities • Video explores the effects of technology on student culture in cyber learning communities like Facebook, Twitter, flickr, Tumbler, etc. • Video addresses what students can do to pro-actively foster healthy learning communities • Video addresses both local and global community concerns • Video considers how technology has changed student interaction with peers, teachers, and other adult mentors • Video considers how technology continues to change student interaction with peers, teachers, and other adult mentors. 	1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10
	TOTAL SCORE OUT OF 100:	