

Evaluation Rubric

2012 Annual Leadership 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 school staff member played in student(s) life • Video addresses impact school staff members have on students • Video clearly explains how staff member changed student's life • Video gives examples of how staff member had a positive impact on student(s) life • Video clearly explains how student's world view has changed because of this staff member • Video identifies barriers and challenges student(s) overcame with the help of this staff member 	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:	