

## Video Contest – Judgement Criteria Rubric

This video criteria rubric will be used by a panel of judges to select winners of the Science and Conservation in the Clayoquot Biosphere Region StoryMaps Video Contest. Video entries must be a product of the youths’ own ideas, words, and creative work. A friend or family member may assist in the filming or editing if required, however, no professional support may be provided. Your film will not be assessed on its production quality but please ensure that your video has proficient audio and visual quality to not affect the judges’ viewing experience.

Criteria	Level 1	Level 2	Level 3	Level 4
Engagement	Video is not very engaging, evokes little emotion.	Video is somewhat engaging but may lose momentum throughout video, evokes some emotion.	Video is engaging from start to finish and evokes emotion from the viewer.	Video is extremely engaging from start to finish and engagement builds throughout the film, evokes a strong emotion from viewer.
Creativity	Video’s idea/message/thought is not conveyed in a particularly imaginative or original format.	Video’s idea/message/thought is conveyed in a limited imaginative and/or original format.	Video’s idea/message/thought is conveyed in an imaginative and original format	Video’s idea/message/thought is conveyed in an extremely imaginative and original format and the video stands out among the entries.
Critical Thinking	The youth does not identify or present their own perspective or position in response to the prompt and does not convey an exceptional experience or idea.	The youth weakly identifies or presents their own perspective or position in response to the prompt.	The youth clearly identifies and presents their own perspective and position to the prompt.	The youth presents an exceptional experience/idea and strongly identifies and presents their own perspectives and position to the prompt.
Clarity	The youth failed to respond to the prompt, and their video’s message is unclear.	The youth’s response to the prompt is limited and the video goes off message in some instances.	The youth provided a proficiently clear and concise response to the prompt.	The youth provided an extremely clear and concise response to the prompt. The entire length of the film stays on point and has a strong message.