

(430) Video Production Team

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted the correct information, in the correct format, as one (1) PDF file.				/10
1. Clickable URL to Video				
2. Script				
3. Storyboard				
4. Works Cited (formatted according to the <i>Style & Reference Manual</i>)				
5. BPA Release Form(s)				
Title Sequence				/10
Included more than one (1) camera angle				/10
Included one (1) voice over				/10
Included ending credits				/10
Production is free of typos				/10
At least 75% of the video footage by team members				/10
Final video promotion made effective use of time and was within video time limit of three to five (3:00-5:00) minutes.				/10
Evaluation Criteria	Below Expectations 0-8 points	Meets Expectations 9-17	Above Expectations 18-25 points	Points Awarded
Creativity & Originality	The video shows little creativity or original thinking. Ideas are common or copied, with no personal touch or unique style.	The video shows creative thinking and some original ideas. It includes your own voice and a few unique or thoughtful touches.	The video is very creative and original. Ideas are fresh, bold, and clearly show your unique voice and thinking.	/25
Topic Development	The topic is unclear or not fully explained. It's hard to tell what the main idea is. Important details are missing or don't fit well.	The topic is clear and mostly well explained. The main idea makes sense and is supported with good details.	The topic is clearly explained and well thought out. Details are strong, Interesting, and show deep understanding.	/25
Target Audience	The message is unclear or confusing and does not appeal to the target audience.	The message is mostly clear and easy to follow for the target audience.	The message is clear, strong, and keeps the target audience interested.	/25
Music & Tone	Music or sound doesn't match the mood. The tone feels off or confusing.	Music and tone mostly match the mood and message.	Music and tone clearly match the mood and message.	/25
Video Focus & Shot Quality	Video is shaky, blurry, or poorly framed. Hard to see or follow the content.	Video is mostly steady and clear. Shots are framed well enough to follow easily.	Video is very steady, clear, and well-framed. Shots enhance the viewer's focus.	/25

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Lighting Quality	Lighting is too dark, too bright or uneven.	Lighting is mostly clear and consistent. Subjects are visible and easy to see.	Lighting is clear, well-balanced, and enhances the look and feel of the video.	/25
Color Quality	Colors don't match the topic or mood. They may be distracting or poorly chosen.	Colors mostly fit the topic and help support the mood or message.	Colors are well-chosen and clearly support the topic, mood, and message.	/25
Audio Quality	Audio is uneven, unclear, or distracting. Sound effects or fades are missing or poorly used.	Audio is mostly clear and balanced. Some use of fades, effects, or foley adds to the video.	Audio is clear, smooth, and well-balanced. Fades, effects, and foley are used creatively and effectively.	/25
TOTAL TECHNICAL POINTS				/280



JUDGES COMMENTS

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Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)