



Tier One: Does the video follow the guidelines? (Yes/No)

Does the video run within the 60-second time limit? Yes

Is the information included in the video accurate and current? Yes

Are any copyrighted materials used in the video? No

Is any portion of the video inappropriate? No

For Finalists: Did the student compete all necessary forms (online entry form, parent permission form, and, if needed, actor release forms)? Yes

Tier Two: Quality of Video

35% Content Quality

Does the video clearly make the connection between population and the chosen topic?

- **4 Points** Population is clearly tied in with topic in an obvious manner; a strong connection is shown between population and topic.
- 3 Points Population is tied in with topic; a fairly clear connection is made between population and topic.
- **2 Points** Population is mentioned but the connection to topic is not supported.
- **1 Point** Population is not tied in with topic; no connection between population and topic is made.

Does the video explain why the chosen topic is important on a global scale?

- **4 Points** The video expertly makes the case for the topic's importance using precise arguments.
- **3 Points** The video explains the topic's importance but the arguments are not complete.
- **2 Points** The video states that the topic is important but provides little explanation.
- **1 Point** The video does not explain why the chosen topic is important.

35% Memorable/Creative

How well does the video draw in the viewer and keep their attention?

4 Points Viewer is left with a strong understanding of the topic, will remember the video, and feels like they want to learn more.

3 Points Viewer is left with general understanding and will remember the video.

2 Points Viewer mostly understands the topic and might remember the video. Some introduced

themes/topics may distract from message.

1 Point Presentation is unclear on the topic and unmemorable.

Is the video original and innovative?

4 Points Video is original, creative and unique.

3 Points Video has some original thought and is moderately creative.

2 Points Video has little original thinking.

1 Point Video has no original thinking.

20% Logical Solution

Is the solution offered appropriate and supported by your claims?

4 Points A strong solution is offered that is both logical and appropriate.

3 Points A solution is offered but doesn't clearly connect to the video's claims. The solution is appropriate.

2 Points A solution is offered by does not match the video's claims or is not appropriate.

1 Point No solution is offered.



10% Production

What is the overall quality of production (including visual and sound elements)?

- **4 Points** Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message.
- **3 Points** Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message.
- **2 Points** Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting.
- **1 Point** Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message.

