

CRITERION	Exemplary 3 points	Proficient 2 points	Partially Proficient 1 point	Incomplete 0 points
<b>Explanation of Problem</b>  <b>25% weight</b>	<ul style="list-style-type: none"> <li>All content is accurate and demonstrates a thorough knowledge of core concept and problem</li> <li>Thorough explanation of problem and its impact</li> <li>Thorough elaboration of core concept that includes supporting details that clearly relates to fundamental chemistry principles</li> <li>Detailed elaboration of how core concept, chemistry fundamentals, and problem are connected</li> <li>Clear, reasonable, and thorough explanation of the connection between one or more of the identified career roles and the problem</li> </ul>	<ul style="list-style-type: none"> <li>All content is accurate and demonstrates a general knowledge of core concept and problem</li> <li>General explanation of problem and impact</li> <li>Some elaboration of core concept with supporting details in connection to problem</li> <li>General elaboration of how core concept and problem connect to chemistry</li> <li>General discussion of one or more of the identified career roles, but the connection to the problem may be unclear and lacking detail</li> </ul>	<ul style="list-style-type: none"> <li>Most content is accurate, but limited in scope:</li> <li>Problem or impact not clearly explained</li> <li>Limited explanation of core concept connected to problem</li> <li>Details and information given are unrelated to the core concept and problem identified</li> <li>Limited and unclear discussion of one or more of the identified career roles and the connection to the problem</li> <li>Minimal or no elaboration of how core concept and problem connect to chemistry</li> </ul>	<p>Multiple errors in scientific content. Problem is not identified, or explanation of impact is missing or difficult to follow.</p> <p>Core concept is missing or not connected to the problem or fundamental chemistry principles.</p> <p>Career or job roles not mentioned in connection to the problem</p>
<b>Explanation of Solution</b>  <b>35% weight</b>	<ul style="list-style-type: none"> <li>All content is accurate and demonstrates a thorough knowledge of core concept and solution</li> <li>Thorough explanation of innovative solution and how it addresses the problem</li> <li>In-depth description of how the company is addressing sustainability within their solution</li> <li>Elaborate detailed and clear depiction of solution provided</li> <li>Thorough explanation of strengths and obstacles in implementing or creating the solution</li> <li>Clear, reasonable, and thorough explanation of the connection between one or more of the identified career roles and the solution</li> </ul>	<ul style="list-style-type: none"> <li>All content is accurate and demonstrates a general knowledge of core concept and solution</li> <li>General explanation of solution and how it addresses the problem</li> <li>General discussion of how the company is addressing sustainability within their solution</li> <li>Clear depiction of solution provided, but limited detail</li> <li>General explanation of strengths and obstacles in implementing or creating the solution that lacks some detail</li> <li>General discussion of one or more of the identified career roles, but the connection to the solution may be unclear and lacking detail</li> </ul>	<ul style="list-style-type: none"> <li>Most content is accurate but demonstrates limited knowledge of core concept and solution</li> <li>Limited explanation of solution and how it addresses the problem</li> <li>Limited discussion of how the company is addressing sustainability within their solution that lacks critical details</li> <li>Depiction of solution provided, but unclear and with limited detail</li> <li>Strengths and obstacles in implementing or creating the solution are significantly lacking details</li> <li>Limited and unclear discussion of one or more of the identified career roles and the connection to the solution</li> </ul>	<p>No solution is provided, or solution already exists.</p> <p>-OR-</p> <p>Sustainability is not discussed</p> <p>-OR-</p> <p>Depiction is not provided.</p> <p>-OR-</p> <p>Strengths and obstacles are missing</p> <p>-OR-</p> <p>Career or job roles not mentioned in connection to the solution</p>
<b>Explanation of Start-Up Company</b>  <b>25% weight</b>	<ul style="list-style-type: none"> <li>Clear mission that is aligned to role in industry and problem</li> <li>Clear and thorough explanation of role in industry</li> <li>At least three different careers provided are involved in addressing the problem and clearly represent workers from skill-trades/ certifications and degreed positions</li> </ul>	<ul style="list-style-type: none"> <li>Mission given but may not be aligned to role in industry</li> <li>Role in industry stated, but details lacking</li> <li>Three different careers provided that represent workers from skill-trades/ certifications and degreed positions, but each career may not be involved in addressing the problem</li> </ul>	<ul style="list-style-type: none"> <li>Mission is unclear</li> <li>Role in industry may be confusing due to significantly lacking or inaccurate details</li> <li>Careers given are not connected to the problem and do not represent workers from skill-trades/ certifications and degreed positions</li> </ul>	<p>Mission not provided</p> <p>-OR-</p> <p>Role in industry not provided</p> <p>-OR-</p> <p>Careers not provided</p>
<b>Clarity and Organization</b>  <b>10% weight</b>	<ul style="list-style-type: none"> <li>Video flows together into a single whole</li> <li>Video is between 5.0 and 7.0 minutes</li> <li>Video has opening and closing titles that are ≤10 seconds each</li> <li>Opening titles include school name and team ID</li> <li>Closing titles include student names (first name and last initial) and roles</li> <li>Video is easy to follow and includes multiple visual elements (can be acting, dancing, video clips, drawings, etc.)</li> <li>There is no irrelevant content</li> <li>Team members are visibly interacting</li> <li>Storyboard is complete and includes citations in APA format</li> </ul>	<ul style="list-style-type: none"> <li>Some attempt made to connect video components so that it flows</li> <li>Video is between 5.0 and 7.0 minutes</li> <li>Video has opening and closing titles that may be longer than 10 seconds, but include required components</li> <li>Video is at least sometimes easy to follow and includes at least one visual element (can be acting, dancing, video clips, drawings, etc.)</li> <li>Team members are occasionally interacting throughout the video</li> <li>Storyboard is complete and includes citations in APA format</li> </ul>	<ul style="list-style-type: none"> <li>Video components may not flow</li> <li>Video is between 5.0 and 7.0 minutes</li> <li>Video has either opening or closing titles that may be missing information</li> <li>Video is difficult to follow and may only include text without visual elements</li> <li>There may be some irrelevant content.</li> <li>No team members are visible throughout the video</li> <li>Incomplete storyboard and citations may be incorrectly formatted</li> </ul>	<p>Video does not fall within 5.0 - 7.0-minute time requirements or may be at an increased speed</p> <p>-OR-</p> <p>Videos may not include opening and closing titles</p> <p>-OR-</p> <p>Content may be irrelevant and distract from focus</p> <p>Please note that if your video is NOT between 5 minutes and 7 minutes in length (or is at an increased speed), your video will not be scored</p>
<b>Quality and Collaboration</b>  <b>5% weight</b>	<ul style="list-style-type: none"> <li>ALL material is original or free to use according to copyright rules/regulations</li> <li>Audio is clearly audible and there is little to no background noise</li> <li>ALL team members have a significant role in video</li> </ul>	<ul style="list-style-type: none"> <li>ALL material is original or free to use according to copyright rules/regulations</li> <li>There may be some background noise, but it does not affect the ability to understand audio</li> <li>Most of the team members have a role in video</li> </ul>	<ul style="list-style-type: none"> <li>Almost all material is original or free to use according to copyright rules/regulations</li> <li>Background noise may sometimes interfere with ability to understand audio</li> <li>Limited number of team members have a role in video</li> </ul>	<p>Video content does not follow copyright rules/regulations</p> <p>-OR-</p> <p>video is very sloppy/may be difficult to hear at all/background noise may consistently interfere with ability to understand audio</p> <p>-OR-</p> <p>video dominated by one individual</p>