

## Video Rubric

*\*Disclaimer Videos failing to adhere to the following criteria will not receive a score: have a duration of 5-7 minutes, include opening and closing titles, and feature a minimum of three careers (one of which must be from skill-trades/certifications).*

CRITERION	Exemplary	Proficient	Partially Proficient	Incomplete
<b>Explanation of Problem</b>  <b>25% weight</b>	<b>3 points</b> <ul style="list-style-type: none"> <li>All content is accurate and demonstrates a thorough knowledge of life science concepts and problem</li> <li>Thorough explanation of problem and its impact</li> <li>Thorough elaboration of life science concepts that includes supporting details and how they relate to problem</li> </ul>	<b>2 points</b> <ul style="list-style-type: none"> <li>All content is accurate and demonstrates a general knowledge of life science concepts and problem</li> <li>General explanation of problem and impact</li> <li>Some elaboration of life science concepts with supporting details in connection to problem</li> </ul>	<b>1 point</b> <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 life science concepts connected to problem</li> <li>Details and information given are unrelated to life science concepts and problem identified</li> </ul>	<b>0 points</b> <p>Multiple errors in scientific content. Problem is not identified, or explanation of impact is missing or difficult to follow.</p> <p><b>-OR-</b></p> <p>Life science concepts are missing or not connected to the problem</p>
<b>Explanation of Solution</b>  <b>35% weight</b>	<b>3 points</b> <ul style="list-style-type: none"> <li>All content is accurate and demonstrates a thorough knowledge of life science concepts and solution</li> <li>Thorough explanation of innovative solution and how it addresses the problem</li> <li>Detailed elaboration of how life science concepts, chemistry fundamentals, and solution are connected</li> <li>In-depth description of how the company is addressing sustainability within their solution</li> <li>Thoroughly connects at least 1 United Nations' SDGs to their solution</li> <li>Elaborate, detailed, and clear visual 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>	<b>2 points</b> <ul style="list-style-type: none"> <li>All content is accurate and demonstrates a general knowledge of life science concepts and solution</li> <li>General explanation of solution and how it addresses the problem</li> <li>General elaboration of how life science concepts and solution connect to chemistry</li> <li>General discussion of how the company is addressing sustainability within their solution</li> <li>General connection of United Nations' SDGs to their solution with limited detail</li> <li>Clear visual 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>	<b>1 point</b> <ul style="list-style-type: none"> <li>Most content is accurate but demonstrates limited knowledge of life science concepts and solution</li> <li>Limited explanation of solution and how it addresses the problem</li> <li>Minimal or no elaboration of how life science concepts and solution connect to chemistry</li> <li>Limited discussion of how the company is addressing sustainability within their solution that lacks critical details</li> <li>Discusses United Nations' SDGs but not how it relates to their solution</li> <li>Visual 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>	<b>0 points</b> <p>No solution is provided, or solution already exists.</p> <p><b>-OR-</b></p> <p>Life science concepts are missing or not connected to the solution or fundamental chemistry principles.</p> <p><b>-OR-</b></p> <p>Sustainability is not discussed</p> <p><b>-OR-</b></p> <p>United Nations' SDGs are not included</p> <p><b>-OR-</b></p> <p>No visual is not provided.</p> <p><b>-OR-</b></p> <p>Strengths and obstacles are missing</p> <p><b>-OR-</b></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>	<b>3 points</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 chosen 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>	<b>2 points</b> <ul style="list-style-type: none"> <li>Mission given but may not be aligned to role in industry</li> <li>Role in chosen 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>	<b>1 point</b> <ul style="list-style-type: none"> <li>Mission is unclear</li> <li>Role in chosen industry may be confusing due to significantly lacking or inaccurate details</li> <li>Careers given are not connected to the problem</li> </ul>	<b>0 points</b> <p>Mission not provided</p> <p><b>-OR-</b></p> <p>Role in chosen industry not provided</p> <p><b>-OR-</b></p> <p>Careers not provided</p> <p><b>-OR-</b></p> <p>Careers do not represent workers from skill-trades/certifications</p>
<b>Quality and Collaboration</b>  <b>10% weight</b>	<b>3 points</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>Team members are visibly interacting</li> <li>ALL members having a significant role in video</li> </ul>	<b>2 points</b> <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>Team members are occasionally interacting throughout the video</li> <li>Most of the team members have a role in video</li> </ul>	<b>1 point</b> <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>No team members are visible throughout the video</li> <li>Limited number of team members have a role in video</li> </ul>	<b>0 points</b> <p>Video content does not follow copyright rules/regulations</p> <p><b>-OR-</b></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><b>-OR-</b></p> <p>video dominated by one individual</p>
<b>Clarity and Organization</b>  <b>5% weight</b>	<b>3 points</b> <ul style="list-style-type: none"> <li>Video flows together into a single whole</li> <li>Video is between 5 and 7 minutes</li> <li>Video has opening and closing titles that are ≤10 seconds each</li> <li>Opening titles include video title/ company name, this year's Challenge theme, school name and team ID</li> <li>Closing titles include school &amp; address, student names (first name and last initial) and student contribution</li> <li>Video is easy to follow and includes multiple visual elements (ie acting, dancing, video clips, drawings, etc.)</li> <li>There is no irrelevant content</li> <li>Storyboard is complete and includes citations in APA format</li> </ul>	<b>2 points</b> <ul style="list-style-type: none"> <li>Some attempt made to connect video components so that it flows</li> <li>Video is between 5 and 7 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 (ie acting, dancing, video clips, drawings, etc.)</li> <li>Storyboard is complete and includes citations in APA format</li> </ul>	<b>1 point</b> <ul style="list-style-type: none"> <li>Video components may not flow</li> <li>Video is between 5 and 7 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>Incomplete storyboard and citations may be incorrectly formatted</li> </ul>	<b>0 points</b> <p>Video does not fall within 5-7 minute time requirements or may be at an increased speed</p> <p><b>-OR-</b></p> <p>Videos may not include opening and closing titles</p> <p><b>-OR-</b></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>