



***You Be The Chemist* Challenge® Competition  
Virtual Video and Storyboard Rubric**

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| **ACTIVITY** | **Exemplary** | **Proficient** | **Partially Proficient** | **Incomplete** |
| **Explanation of**  **Core Concept**  **25% weight** | **3 points**   * All content is accurate * Clear explanation of concept * Clear description of particle behavior * Clear explanation of how particle behavior contributes to observable properties | **2 points**   * All content is accurate * Clear explanation of concept * Some description of particle behavior * Attempt to explain how particle behavior contributes to observable properties | **1 point**   * Most content is accurate   -AND-   * Clear explanation of concept   -OR-   * Clear description of particle behavior -OR- * Explanation of both but confusing | **0 points**  Multiple errors in scientific content. Explanation is limited and/or very difficult to follow. |
| **Explanation of**  **Phenomena**  **20% weight** | **3 points**   * At least 4 different observable phenomena that illustrate core concept are identified * Each phenomenon has connected visuals that aid understanding * Each phenomenon clearly explained using core concept | **2 points**   * At least 3 different observable phenomena w/ visual demonstration * Attempt is made to explain phenomena using central concept   -OR-   * At least 3 observable phenomena are described but not all have visuals * Attempt made to explain phenomena using central concept | **1 point**   * At least 1-2 observable phenomena w/ visual demonstration * Attempt is made to explain phenomenon using central concept   -OR-   * At least 2 observable phenomena are described but not illustrated * Attempt is made to explain phenomena using central concept. | **0 points**  There are no phenomena illustrated/very little effort made to describe a phenomenon; little or no attempt at explanation |
| **Explanation of Problem and Solution**  **20% weight** | **3 points**   * Clear description of problem from students’ everyday life or that affects their community * Clear explanation of how problem can be solved using knowledge of central concept | **2 points**   * Clear description of problem from students’ everyday life or that affects their community * Explanation of how problem can be solved using knowledge of central concept is somewhat confusing OR clear explanation that only relates to central concept | **1 point**   * Some description of problem that may not be connected to students’ everyday lives or their community OR may seem fictitious or contrived * Some attempt to explain how the problem can be solved where something about central concept is at least mentioned | **0 points**  No problem described or problem seems unrealistic. Very little effort is made to explain how to solve the problem. |
| **Clarity and Organization**  **15% weight** | **3 points**   * 3 required explanations in video flow together into a single whole * Video is between 4-5 minutes * Video has opening and closing titles that are ≤10 seconds each * Video is easy to follow and includes multiple visual elements (can be acting, dancing, video clips, drawings, or otherwise) for each required explanation * There is no irrelevant content | **2 points**   * Some attempt made to connect 3 required explanations in video * Video is between 3-6 minutes * Video has opening and closing titles * Video is usually easy to follow and includes at least one visual element (can be acting, dancing, video clips, drawings, or otherwise) for each required explanation * There is little irrelevant content. | **1 point**   * 3 required explanations in video may not be connected * Video is between 2-7 minutes * Video has either opening or closing titles * Video is at least sometimes easy to follow and includes at least one visual element (can be acting, dancing, video clips, drawings, or otherwise) * There may be some irrelevant content. | **0 points**  Video is less than 3 minutes and/or may be difficult to follow/ may not contain any visual elements to aid understanding/ may be a lot of irrelevant content that distracts from focus |
| **Storyboard**  **10% weight** | **3 points**   * Storyboard illustrates video presentation structure with thumbnail sketches or clear visuals for each scene * Clear descriptions of dialogue or narration text included * At least one panel/scene | **2 points**   * Storyboard includes some visual for each video scene * Some text related to dialogue present for each scene * At least one panel/scene | **1 point**   * Only storyboard w/out notes OR notes and dialogue are w/out storyboard visuals provided   -OR-   * Storyboard and notes/dialogue provided do not match video.   -OR-   * Missing 1-3 panels | **0 points**  There is no evidence of a storyboard or script |
| **Quality and Collaboration**  **10% weight** | **3 points**   * ALL material is original or free to use according to copyright rules/regulations * Audio is clearly audible and there is little to no background noise | **2 points**   * ALL material is original or free to use according to copyright rules/regulations * There may be some background noise, but it does not affect the ability to understand audio | **1 point**   * Almost all material is original or free to use according to copyright rules/regulations * Background noise may sometimes interfere with ability to understand audio | **0 points**  >25% of video content does not follow copyright rules/regulations; video is very sloppy/may be difficult to hear at all/background noise may consistently interfere with ability to understand audio |

