

Judging Rubric for Electronic Media, Video & Audio Classes 7

Criteria	Above Average – Excellent (8-10 points)	Average (4-6 points)	Poor – Fair (0-3 points)	Points Earned
Planning—30%				
Mission (10 points)	Entry has a clear and targeted mission to advance diversity and inclusion.	Concept has adequately formed mission.	Concept's mission is poorly formed and/or does little to advance diversity and inclusion.	
Goals and objectives (10 points)	Entry has clearly formed goals and objectives.	Goals and objectives are addressed in planning, yet would benefit from clearer articulation of purpose.	Entry has little to no defined goals and objectives.	
Target audience (10 points)	Audience is clearly defined, with consideration given to inclusion and diversity.	Average audience definition; would benefit from additional clarity of inclusion and diversity principles.	Audience is undefined and fails to give appropriate consideration to inclusion and diversity.	
Quality of materials and message—50%				
Design/message (10 points)	Product is dynamic and engaging (well written, visually appealing, creative design, etc.)	Average level of engaging design and messaging	Product fails to appropriately engage (poor design/writing, etc.)	
Structure/flow (15 points)	Content is well organized and logical flow	Average structure and flow	Content is poorly structured	

Marketing/promotion (10 points)	Marketing and promotion tactics successfully incorporated principles of diversity and inclusion and was successful in reaching target audience.	Marketing and promotion tactics adequately helped reach project goals and objectives.	Marketing and promotion plan was poorly formed; failed to successfully reach target audience.	
Stereotyping/bias (15 points)	Product is free of stereotyping and bias (i.e. harmful generalizations about cultural groups, racism, prejudice, etc.).	Product is mostly free of stereotyping and bias; some material is questionable.	Product contains content that could be perceived as stereotypical and/or biased against a group or groups.	
Evaluation—20%				
Goals/objectives (10 points)	Project achieved stated goals and objectives.	Product adequately achieved goals and objectives.	Project failed to achieve stated goals and objectives.	
Addressing Diversity/Inclusion (10 points)	Entry has proven success in achieving greater diversity and inclusion.	Average level of success in achieving greater diversity and inclusion.	Entry fails to achieve greater diversity and inclusion.	
				Total points
				Rank (Gold/Silver/Bronze/None)