

## Judging Rubric for Electronic Media, Video Classes 1-6

Note: Judges will consider a project's budget and use of available resources.

Criteria	Above Average – Excellent (13-20 points)	Average (9-12 points)	Poor – Fair (0 to 8 points)	Points Earned
<b>Design—20%</b>				
(20 points)	Overall design and design elements of above average to excellent quality	Overall design and design elements of average quality	Overall design and design elements poor or fair quality	
<b>Content—20%</b>				
(20 points)	Content of above average to excellent quality	Content is sufficient	Content is presented poorly; unclear or disorganized	
<b>Technical quality—20%</b>				
(20 points)	Technical quality is above average to excellent.	Technical quality is sufficient.	Technical quality is poor or fair.	
<b>Creativity/artistic style—20%</b>				
(20 points)	Elements of creativity and style are used effectively	Some elements of creativity and style are used	Creativity and style are poorly executed or not present	
<b>Effectiveness—20%</b>				
(20 points)	Effectively achieves intended purpose	Somewhat effective	Ineffective	
<b>Total points</b>				
<b>Rank (Gold/Silver/Bronze/None)</b>				