

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 (0-8 points)	Points Earned
Design—20%				
(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	
Content—20%				
(20 points)	Content of above average to excellent quality	Content is sufficient	Content is presented poorly; unclear or disorganized	
Technical quality—20%				
(20 points)	Technical quality is above average to excellent.	Technical quality is sufficient.	Technical quality is poor or fair.	
Creativity/artistic style—20%				
(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	
Effectiveness—20%				
(20 points)	Effectively achieves intended purpose	Somewhat effective	Ineffective	
Total points				
Rank (Gold/Silver/Bronze/None)				