**School/Academic Promotional Video Rubric (adopted from Polk County ITV)**

Motivational Power & Ability to Interest the Audience (40 points)

The goal of this category is to promote either the entire school or a more specific area of academics within the school. In promoting the school, entries should make students and parents excited and intrigued about what your school has to offer. This can be difficult because students and parents are often motivated by very different incentives. The same hurdle is present if focusing on a specific area of academics. What motivates one person to be interested in reading or math may not be the same that motivates another. Consider what your entry says that intrigues and makes us interested in finding out more about the school/program.

The following ranges will be used when deciding points in the above section:

33-40 points - Decidedly Superior (meets best practices 80%-100% of the time)

25-32 points - Above Average (meets best practices 60%-80% of the time)

18-24 points - Average (meets best practices 40%-60% of the time)

9-17 points - Below Average (meets best practices 20%-40% of the time)

1-8 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Creativity (30 points)

Just as important as what you are saying is *how* you are saying it. How are you presenting the information in a unique way? Creativity can be present in many forms. You can include a skit, make us laugh, or impress us with your camera work or graphics. Find a distinctive way to make what you’re promoting stand out to its viewers. Beware of taking creativity too far though and detracting from the objective of the video.

The following ranges will be used when deciding points in the above section:

24-30 points - Decidedly Superior (meets best practices 80%-100 % of the time)

19-23 points - Above Average (meets best practices 60%-80 % of the time)

13-18 points - Average (meets best practices 40%-60% of the time)

7-12 points - Below Average (meets best practices 20%-40% of the time)

1-6 points - Decidedly Inferior (meets best practices 0%-20% of the time)

Technical Merit (30 points)

* Sound clarity and volume – *6 points*
* Camera work (steadiness, proper framing, creativity) – *6 points*
* Appropriate lighting and color balance – *6 points*
* Video and audio editing – *6 points*
* Graphics – *6 points*