

# JUDGING RUBRIC

## Multimedia Project : Root Branch Video Contest: Kids on COVID-19

Teacher Name: **Judging Panelist**

Student Name: \_\_\_\_\_

| CATEGORY                  | 4   | 3   | 2  | 1   |
|---------------------------|---|---|--|---|
| <b>Originality</b>        | Product shows a large amount of original thought. Ideas are creative and inventive.       | Product shows some original thought. Work shows new ideas and insights.                             | Uses other people's ideas (giving them credit), but there is little evidence of original thinking.         | Uses other people's ideas, but does not give them credit.                               |
| <b>Organization</b>       | Content is well organized using intro, body, and conclusion.                              | Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed. | Content is logically organized for the most part.  | There was no clear or logical organizational structure, just lots of personal opinions. |
| <b>Content</b>            | Covers topic in-depth with details and examples. Subject knowledge is excellent.          | Includes essential knowledge about the topic. Subject knowledge appears to be good.                 | Includes essential information about the topic but there are 1-2 factual errors.                           | Content is minimal OR there are several factual errors.                                 |
| <b>Production Quality</b> | Video, sound, lighting, and post production was executed with professional-level details. | Video, sound, lighting or post production was good but had some minor flaws.                        | Video, sound, lighting or post production had noticeable errors. but does not take away from overall film. | Video, sound, lighting, or post production errors were glaring and distracting.         |
| <b>Youth Voice</b>        | Youth Voice was clear, impactful and evoked emotions to take action.                      | Youth Voice was exercised caused viewers to think.  | Youth Voice was exercised left viewers with no feelings to take action.                                    | Youth voice was unclear left viewers feeling uncertain.                                 |

### PHONE

(O) 410-637-3530  
(M) 202-836-ROOT

### SOCIAL MEDIA

Root Branch Film

### ADDRESS

The Impact Hub  
10 E. North Ave  
Baltimore, MD 21202