



YOUTH PSA CONTEST: JUDGING RUBRIC

Content Quality

Expression of Theme

Does the video encourage making good decisions while living a healthy drug-free lifestyle?

4	The overall message inspires viewers to make good choices and live a healthy drug-free lifestyle
3	The message somewhat encourages living a healthy lifestyle and making good choices
2	The video encourages living a healthy lifestyle or making good choices - not both
1	The video does not encourage a healthy lifestyle and/or making good choices

Inspirational Power

Is the video compelling and does it provide motivating content that inspires the viewer and leaves a lasting impression?

4	The video is compelling and motivating; provides clear understanding of the message; leaves a lasting impression; elicits an emotional response from the viewer.
3	The video is clear and easy to follow the meaning; interesting content; peaks interest in the topic; positive response from the viewer; may not leave a lasting impression.
2	The video shows little interesting content; difficult to follow the meaning; somewhat appealing to the audience; does not leave a lasting impression.
1	The video does not show interesting or motivating content; does not peak interest in the topic; no positive response from viewer



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Memorable/Creative

How well does the video hook the viewer from the beginning and keep their attention to the middle and through to the end?

4	Introduction hooks the viewer from the beginning; creative ways are used to keep the viewers' attention until the end; viewer feels motivated to make good choices/live drug-free lifestyle
3	Video peaks the viewer's interests; viewer may stay attentive until the end; leaves viewer somewhat motivated to live a healthy lifestyle.
2	No hook but somewhat interesting; some introduced themes/topics may distract from the underlying message
1	No hook; video message is unclear; hard to follow and understand

Is the video original and creative?

4	Video is original, creative, and unique
3	Video has some original thought and is creative at times
2	Video has little original thinking and very limited creativity
1	Video has no original thinking and no creativity

Production Quality

Is the video clear and focused? Is the audio clear? Is the camera steady?

4	Shots are clear, filming is steady with few pans and zooms; audio is clear
3	The camera is held steady; pans and zooms are limited; audio is okay
2	Camera fairly steady, at times unfocused; numerous pans and zooms; audio is unclear most of the time
1	Many shots are unfocused; camera is very shaky; excessive panning and zooming; audio is cut off and inconsistent

Social Likability

Audience likes:

4	6 or more votes
3	4 – 6 votes
2	1 – 3 votes
1	0 'likes'



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