

Youth Making Ripples Film Rubric



Video title and author(s): _____

	4 points	3 points	2 points	1 point	Score
Educational Value and Message	Engaging and clear message. Addresses an important marine issue. Broader implications of the topic identified.	The message is moderately clear and somewhat important. Broader implications are briefly discussed.	Message is vague and/or not important. Few broader implications are discussed.	Unclear and/or non-engaging message. No educational value. No broader implications identified.	
Scientifically Accuracy	Topic is supported with factual evidence. Scientific terms explained. No use of jargon.	Supported with some factual evidence. Only minor scientific misconceptions. Some terms explained.	Topic is vaguely supported by evidence. Scientific terminology unclear. Misconceptions are present throughout the film.	Topic is unclear and not supported by evidence and facts. Uses lots of unexplained jargon. Conveys mostly misconceptions.	
Organization	Exceptionally well-organized. Storyline is easy to follow and has a logical progression. Well-defined introduction and conclusion. Clear take-away message.	Generally well-organized. Some weak transitions. Introduction and conclusion are reasonably clear. Take-away message somewhat clear.	Overall organization lacking. Take-away message is not clearly conveyed. Missing clear Introduction and/or Conclusion.	No organization or poor organization. Take-away message not conveyed. Few to no transitions. Missing clear Introduction and Conclusion	
Creativity	Topic is presented in an innovative and unique way. Creativity enhances the films message.	Creative elements included. Enhancements not innovative but effective.	Creativity lacking. Enhancements do not support message or are somewhat distracting.	No creative elements. Any enhancements are distracting and take away from the films message.	
Visual Appeal	High quality images, drawings, or animation. All imagery is cited or original and reinforces the film's message.	Imagery is generally high quality and is moderately effective in highlighting key points. Some original footage or imagery used.	Imagery has marginal value in explaining message. Some images may be distracting and/or poor quality. Little-to-no original footage or imagery.	Imagery takes away from film's message. Quality is low and distracts audience. No original footage or imagery.	
Entertainment Value	Introduction engages the audience with a hook and tells an effective story Film is memorable and the audience is highly likely to want to watch again.	General introduction with an attempt at a hook. Tells an effective story. Somewhat engaging and memorable.	Weak introduction with no hook. Somewhat engaging and memorable. Is more like a report than an effective storyline	Poor introduction with no hook. Film is not engaging or memorable. No storyline. More of a report or ineffective PowerPoint presentation.	
Technical Quality	Excellent audio quality. High resolution imagery. Smooth camera work and transitions. Shot from a variety in angles and distances from the subjects.	Good audio quality. Most imagery is in focus. Relatively smooth camera work. Some shot variety.	Poor audio quality. Distorted or too quiet. Jerky camera work. Distracting dead space. Most shots are from the same angle/distance from the subjects.	Audio quality poor and inconsistent. Poor visuals. No transitions. Distracting dead space. All shots are from the same angle/distance from the subjects.	
Comments				Total Score	

