

2023 Video Rubric # _____

Theme: When women do not have the freedom to make choices about their bodies, how does this impact society?
 What can Democrats in South Carolina do to ensure the protection of womens' rights?

Judges: Please select **ONE** for each category. Add scores of the five categories and write the total score below.

CATEGORIES:	4	3	2	1
CONNECTION TO THE THEME	The narrator demonstrates a strong understanding of the relevance of the theme to BOTH self and society.	The narrator demonstrates a fairly clear understanding of the relevance of the theme to BOTH self and society.	The narrator attempts to demonstrate an understanding of the relevance of the theme to BOTH self and society.	The narrator fails to demonstrate an understanding of the relevance of the theme to self and society.
DEMOCRATIC VALUES	The narrator's purpose demonstrates a strong understanding of Democratic values.	The narrator's purpose demonstrates some understanding of Democratic values.	The narrator's purpose attempts to demonstrate an understanding of Democratic values, but falls short.	The narrator's purpose demonstrates little or no understanding of Democratic values.
FOCUS AND DETAILS	Unique, original, creative, and memorable introduction engages the audience immediately and communicates the purpose of the video. Message is expressed well with relevant support.	Introduces the topic and purpose in an engaging manner. Has some original thoughts and is moderately creative. Message is expressed with somewhat limited support.	General introduction of the topic and purpose. Little creativity and only somewhat engaging. Video has little original thoughts. Information is ill-defined and with very little relevant support.	Introduction is not included or does not make sense. The topic and purpose are not clear. Video has no original thoughts, structure, or organization.
DELIVERY AND NARRATION	Narration is clear, relaxed, comprehensible, has exceptional pace and consistent in style throughout. The speech is expressive and offers a cadence that encourages listening. Leaves viewers with a strong understanding of the topic.	Narration is mostly clear, relaxed, comprehensible, has a reasonable pace and mostly consistent in style throughout. The speech is adequately expressive. Viewer is left with a general understanding of the topic.	Narration is mostly unclear, stressed, not very understandable, has a variable pace and is often inconsistent in style. The speech is not very expressive and the cadence deters listening. Viewers mostly understand the topic.	Narration is unclear, stressed, incomprehensible variable pace and is inconsistent in style throughout. The speech is not expressive. Presentation is unclear on the topic and not memorable.
VIDEO LENGTH	Length of the media piece was appropriate. Guidelines for the length of the media presentation were followed.	Piece would benefit by being more concise or including more explanation. Piece is a bit too long or too short but close to the guidelines for the length of the media.	N/A	Piece doesn't follow guidelines for length of the media.
COPYRIGHT	Copyrighted information for photos, graphics and music is clearly identified by source and nature of permission to reproduce.	Every photo, graphic or music is either original or permission for its use is documented.	Some sources of photos, graphics, and music are not clearly identified with references, and permission to reproduce is missing.	There is no reference to copyright information for photos, graphics, and music.

TOTAL POINTS: _____

Judges Comments: