

- Rubric used by judges in scoring each of the video submissions for the Red Carpet Youth Video Project:
- Winning entries must earn a minimum of 50 points in order to be considered for the \$1000 (high school) & \$500 (middle school) cash prizes.

Criteria/Ratings	10 - 12 -Excellent	7 - 9-Good	4 - 6-Fair	1 - 3 -Needs Improvement
<b>Content</b>	The video clearly fits the theme, and the quality of the video is very well organized and understandable.	The video somewhat demonstrates the theme. The quality of the video is adequately organized and somewhat clear.	The video does not represent the theme very well. The quality of the video lacked some organization was not very clear.	The video does not represent the theme at all. The quality of the video is not organized and completely lacks clarity.
<b>Originality</b>	The video shows great originality. The ideas are creative and witty.	The product shows certain originality. It shows the use of new ideas and of shrewdness.	Uses ideas from other people (quoting them), but there is little evidence of original ideas.	Uses ideas from other people without quoting them.
<b>Videography - Interest</b>	A lot of different shots, camera angles, music or sound effect, and an adequate use of zooming providing variety in the video.	Several (3-4) and different shots, camera angles, sound effects and/or an adequate use of zooming providing variety in the video.	One or two different shots, camera angles, sound effects and/or an adequate use of zooming providing variety in the video.	Little effort has been made to provide variety to the video.
<b>Videography - Clarity</b>	The overall quality of the video and the focus were excellent.	Most of the quality of the video and the focus were excellent.	The quality of the video is not very good but the overall focus was excellent.	The quality of the video and the focus are not very good.
<b>References - Copyright</b>	References and credits are included for all sources. Only non-copyrighted images and music are used.	Some references and/or credits are included, and/or a copyrighted image or music is used.	One or two references and/or credits are included, and/or a copyrighted image or music is used.	No references or credits are included, and/or copyrighted material has been included throughout.