

STEM Research Project Video Competition Rubric

GENERAL INSTRUCTIONS FOR JUDGES:

- Briefly peruse the titles of STEM video on SCEEC's YouTube Channel.
- Select your favorite videos to view and score (you may score as many as you like but at least five).
- Use the rubric below to score each video using a to be provided online scoring program.
- If you have questions about the rubric contact [Julie Au](#) or [Kathie Martin](#).

Video Topics. Videos must address one of the following **sustainability** topics: climate change, natural resource conservation, recyclable materials, sustainable foods, biodiversity (e.g., invasive species), water quality, Santa Clara River Watershed or another STEM-related topic.

Category:	5 Points	3 Points	1 Point	Comments
Coverage of the Topic	Video covers important information about sustainability topic and increases audience's understanding.	Viewer needs more information to fully understand the topic.	Details of the video have little to do with the stated topic.	<i>Note: A video topic that is not related to sustainability should receive 3 points maximum.</i>
Use of Graphics	All graphics and animation are related to the topic and improve understanding.	All graphics and animation relate to the topic.	Some of the graphics or animation do not relate to the topic.	<i>Graphics can make video more visually compelling and display project data.</i>
Audiovisual Effects	Good sound level, clear voice-over and good lighting.	Adequate sound, voice-over and lighting.	Unclear audio, poor sound quality or lighting.	<i>Clear audio and visual effects help clarify topic problem statement, solution and benefits.</i>
References	All information (content, graphics, stock footage and photos) referenced and include permissions and student end credits.	Some information regarding references, permissions, or student credits are missing.	References or permissions are not provided. No student credits included.	<i>Scientific claims should be referenced in the video. Stock footage, photos, sound should include permissions. Each student's role identified in the end credits.</i>
Solution and Method	The video clearly describes a problem, its proposed solution and benefits to people and planet. Effective experimental method and data analysis.	Description of problem, solution or benefits not well defined or supported. Some holes in experimental method or data analysis.	The video does not clearly state the problem, solution or benefits. Flawed experimental method; no data analysis.	<i>A clear description of the problem, solution and benefits along with an effective design of experiment and data analysis are critical components of the research video.</i>
Relevancy	The topic is a known local, regional or global issue with a relevant solution.	The topic is a known problem, but solution is not relevant to the local, regional or global concern.	Problem and solution are not relevant to local, regional or global community.	<i>A topic on smog in Southern California should have a regional solution.</i>
Video Length	2 Minutes, plus or minus 15 seconds	2 Minutes plus or minus 30 seconds	>2:30 or <1:30	<i>Videos that are too long or short are undesirable. Note: End credits do not count towards 2-min limit.</i>
Persuasion	Uses imagery, music, and unique tone. Opening clearly describes topic.	Some imagery, music or unique tone. Topic not described in first 30 seconds.	Little or no imagery, music, unique tone or topic not described.	<i>Videos should grab viewer's attention and introduce topic within the first 30 seconds.</i>
				Possible Score: 40 Points

All mentors and teachers without a conflict of interest are welcome to judge videos.