



# 20th Annual Polk County Schools Video Awards



## Judging Rubric for Category 9: Academics Promotional Video

Videos entered in this category should promote academics. Reading entries may focus on individual authors, books or book series, fiction or non-fiction, or on reading literacy in general. Math entries could focus on influential mathematicians, specific branches of mathematics, the use of math in everyday life, or mathematical literacy in general. Science entries could focus on influential scientists, careers in science, or the use of science in everyday living. Social studies entries could promote awareness of events, issues or people in history or politics. Schools may promote any academic area but may not use this category to promote clubs, sports, or extracurricular activities that do not have a direct connection with academics. Judging will be based on the motivational power of the video to get people to improve their current use of reading, math, science, social studies, etc (50%), on Creativity (25%), and on Technical merit (25%). The minimum runtime is 30-seconds and a maximum runtime of 60-seconds. Judging criteria are as follows:

### Motivational Power (50 points)

The more viewers are moved to positive action, the higher this score should be, but beware that people are motivated by many different factors. For some, improving math skills may translate into higher marks in school, while others are motivated by the potential for the long-term success math proficiency may bring. Some read to gain information while others enjoy the pleasure of curling up with a good book. Like math skills, science proficiency may mean success in school science classes, while for others science proficiency may lead to careers in physics, chemistry, or biology, or even the ability to fix things around the house. In short, some of us are motivated by the chance for immediate benefits, while others are satisfied by long-term advantages, just as some people seek to improve their overall quality of life while others desire more tangible benefits like the chance to make more money.

### Creativity (25 points)

The academics promotional video should be creative in its approach. Much like any other video, simply stating facts and using graphics will hold a viewer's attention for only so long and have limited potential to motivate in a multimedia-rich culture like ours. Videos should feature unique ways of promoting academics through a combination of creative camera work and editing, enthusiastic acting, and music or sound effects, and possibly humor.

### Technical Merit (25 points)

Judges will award up to five points apiece for each of the following technical elements:

- A. Sound clarity and consistent volume (avoid using the mic on the camera except to capture desired ambient (background) noise)
- B. Tripod-steady but creative camera work, including proper framing and sufficient leadroom, noseroom, and headroom
- C. Appropriate lighting, including the avoidance of silhouettes. Avoid filming subjects in front of doors, windows and bright skies, but also avoid the brick wall prison-look.
- D. Editing smoothness (avoid jump cuts)
- E. Graphics (watch both size and legibility)