



# 2020 Video Contest Rubric

Category	4-6	1-3	0	Points
Purpose – <i>how well the video represents the contest purpose</i>	The video highlights a forest career or careers as a central theme of the video, and the video has a clear, organized vision	The video highlights a forest career or careers as the central theme of the video, but the information could be better organized	The video does not highlight a forest career or careers as the central theme of the video	
Accuracy of Content – <i>quality of the information presented</i>	The video accurately represents forests, forestry, forest careers, and/ or the wood products industry		The video has inaccuracies or misrepresentations about forests, forestry, forest careers, and/ or the wood products industry	
Message Impact – <i>the extent to which the video engages and excites</i>	The video promotes a forest career or careers in a compelling, engaging, energetic, and convincing manner – inspiring a sense of excitement	The video promotes a forest career or careers, but only mildly engages and does not inspire a sense of excitement	The video does not promote a forest career or careers in a way that engages and inspires a sense of excitement	
Creativity – <i>the extent to which the video is unique and original</i>	The video is unique and inventive with a high degree of ingenuity and resourcefulness	The video is unique with some ingenuity and resourcefulness	The video is not unique and lacks ingenuity and resourcefulness	
	<b>4-6</b>	<b>3</b>	<b>0</b>	
Research – <i>how many sources were referenced</i>	Four to six sources were referenced as noted on the contest application, with at least two interviews conducted with industry professionals	Three sources were referenced as noted on the contest application, with at least one interview conducted with an industry professional	Less than three sources were referenced as noted on the contest application	
<b>TOTAL POINTS</b>				