

2025 Wiregrass Film Exchange Video Competition Rubric

Student Name _____

School _____

Final Score _____

Rating Scale:

25 Points: Creativity & Originality

25 Points: Content & Relevance

20 Points: Storytelling & Structure

15 Points: Engagement & Impact

15 Points: Execution & Technical Skill

1. Creativity and Originality (25 Points)

- 0-5 Points: The video lacks original ideas and creativity; it feels repetitive or derivative.

- 6-10 Points: The video shows some originality, but the ideas are not fully developed or are only somewhat creative.

- 11-15 Points: The video is fairly creative and presents original ideas, though it may still lean on some conventional approaches.

- 16-20 Points: The video is quite creative and showcases original thinking and innovation.

- 21-25 Points: The video is exceptionally creative and original, presenting unique ideas and innovative approaches that stand out.

_____ **for Creativity and Originality**

2. Content and Relevance (25 Points)

- 0-5 Point: The video does not effectively relate to the theme (sports team or school organization) and lacks clear content.

- 6-10 Points: The video somewhat relates to the theme but lacks depth or detail in its content.

- 11-15 Points: The video is relevant to the theme and includes appropriate content, though it may lack some engagement or detail.
- 16-20 Points: The video is highly relevant to the theme, with detailed and engaging content.
- 21-25 Points: The video is exceptionally relevant, providing in-depth, engaging, and thoughtful content that fully embraces the theme.

_____ **for Content and Relevance**

3. Storytelling and Structure (20 Points)

- 0-4 Points: The video lacks a clear structure or storyline, making it hard to follow.
- 5-8 Points: The video has a basic structure, but the storyline is underdeveloped or inconsistently presented.
- 9-12 Points: The video has a clear structure and storyline, though it may lack some smooth transitions or coherence.
- 13-16 Points: The video presents a compelling and well-structured storyline, with effective transitions and a clear progression.
- 17-20 Points: The video excels in storytelling, with a highly engaging, coherent, and innovative structure that enhances the viewer's experience.

_____ **for Storytelling and Structure**

4. Engagement and Impact (15 Points)

- 0-3 Points: The video fails to engage the audience and has little to no emotional or motivational impact.
- 4-7 Points: The video is somewhat engaging, but the impact is limited or only occasionally felt.
- 8-11 Points: The video is engaging and has a moderate impact, possibly motivating or moving the audience.
- 12-15 Points: The video is highly engaging, with a strong emotional or motivational impact that leaves a lasting impression.

_____ **for Engagement and Impact**

5. Execution and Technical Skill (15 Points)

- 0-3 Points: The video shows minimal effort in execution, with significant technical flaws that detract from the content.
- 4-7 Points: The video shows some effort in execution, but technical issues are evident and somewhat detract from the overall effect.
- 8-11 Points: The video is well-executed, with few technical issues. It demonstrates good technical skills given the limitations.
- 12-15 Points: The video is excellently executed, with no significant technical flaws. It showcases the best possible technical skill, considering the equipment limitations.

_____ for Execution and Technical Skill

_____ / 100 Total Score

Notes: