



Today's students. Tomorrow's business professionals.

Video Production Team (430)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Items to Evaluate					Points Awarded
Required Elements					
• Included more than one camera shot	Y/N	10			
• Included at least one interview	Y/N	10			
• Included one voice over	Y/N	10			
• Included ending credits	Y/N	10			
Total Required Elements (40 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
• Originality of content (at least 50% of video must be footage shot by the team)	1-5	6-10	11-15	16-20	
• Developed and portrayed theme (to include, but not limited to: a logo, taglines, and color usage)	1-5	6-10	11-15	16-20	
• Effectiveness of production	1-5	6-10	11-15	16-20	
• Production free of typos	1-5	6-10	11-15	16-20	
Total Content (80 points maximum)					
Quality					
• Focus	1-5	6-10	11-15	16-20	
• Steadiness	1-5	6-10	11-15	16-20	
• Color	1-5	6-10	11-15	16-20	
• Audio	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (200 points maximum)					

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