Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Aggregate Score: \_\_\_ / \_\_\_ = \_\_\_\_\_\_

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | NO |  | Mixed |  | YES |  |
| **Content.** Given the team’s goals for the video: | 1 | 2 | 3 | 4 | 5 | NA |
| Is the content presented factually accurate? |  |  |  |  |  |  |
| Is the content current and up to date? |  |  |  |  |  |  |
| Does it focus on what is most important to know? |  |  |  |  |  |  |
| Notes | | | | | | |
| **Clarity.** Is/does the information: | 1 | 2 | 3 | 4 | 5 | NA |
| Presented so it is easy to understand? |  |  |  |  |  |  |
| Organized logically? |  |  |  |  |  |  |
| Lead viewers to a clear point or conclusion? |  |  |  |  |  |  |
| Notes | | | | | | |
| **Cohesion.** | 1 | 2 | 3 | 4 | 5 | NA |
| Is the video’s main goal or specific purpose clear? |  |  |  |  |  |  |
| Do all parts of the video come together seamlessly? |  |  |  |  |  |  |
| Are all parts needed, contributing to the overall message? |  |  |  |  |  |  |
| Notes | | | | | | |
| **Concision.** | 1 | 2 | 3 | 4 | 5 | NA |
| Does video get to a point, not waste viewers’ time, attention? |  |  |  |  |  |  |
| Has the script been edited so it brief and direct? |  |  |  |  |  |  |
| Are all of the visual elements needed? |  |  |  |  |  |  |
| Notes | | | | | | |
| **Communication & Connection.** | 1 | 2 | 3 | 4 | 5 | NA |
| Does it draw in viewers, make them want to learn about topic? |  |  |  |  |  |  |
| Is information presented more than one way? |  |  |  |  |  |  |
| Presented in a way the general public could understand? |  |  |  |  |  |  |
| Notes | | | | | | |
| **Construction.** The video itself: | 1 | 2 | 3 | 4 | 5 | NA |
| Was recorded and assembled in a consistent format. |  |  |  |  |  |  |
| Used a format that complemented the content. |  |  |  |  |  |  |
| Favored audio or visuals; used minimal text. |  |  |  |  |  |  |
| Had clear audio and video tracks. |  |  |  |  |  |  |
| Notes | | | | | | |
| **Collaboration.** Is it clear this video was: | 1 | 2 | 3 | 4 | 5 | NA |
| A collaborative effort? |  |  |  |  |  |  |
| Developed and built over time (was not a last-minute effort)? |  |  |  |  |  |  |
| Notes | | | | | | |