



May 21, 2025

IARCO Video Presentation Marks Distribution and Rules

Section	Context	Maximum Points
Persuasiveness	Is the video persuasive? Does it utilize effective rhetorical techniques to convince viewers of the need for research on this topic?	20
Video Quality	Does the video look professional? Does it contain clear audio, clear video quality, effective lighting, and clear delivery?	20
Research Problem	Does the video clearly state the need for research? Does the video build upon the research problem addressed in the proposal?	20
Research Question	Does the video clearly state the research question? Does the video build upon the research question addressed in the proposal?	20
Methodology	Is the proposed methodology clear? Does the video build upon the research methodology addressed in the proposal?	20

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- Place the IARCO logo at the bottom left corner throughout the entire video. Max Video Duration: 5 Minutes.
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- You can not use any institution logo or your professor's name and submit your thesis project on proposal or video pitch slides and will be disqualified without prior notice.
- Do not use copyrighted music. Showing your face is encouraged but not mandatory.
- You may use OBS Studio (free software) for screen recording and voice capture. Always verify audio quality before submitting.
- The first slide of your presentation must include: Your full name, institution name, class/grade, date, & country. You must clearly state verbally in your video that you are submitting your pitch to IARCO.
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