

## Competition Rubric for Participants' Reference

### INTERNATIONAL FOOD SECURITY COMPETITION

Theme: Food Security: Challenges, Innovations and Future Directions

Open to: Academics, Professionals, and Students

Categories:

- Digital Poster
- Academic Paper
- Video Campaign

Judging Composition:

- Jury A: Food Security Expert (50 marks)
- Jury B: Technical Skill Expert (50 marks)

### Scoring Scale

| Score | Meaning                                                                            |
|-------|------------------------------------------------------------------------------------|
| 45–50 | Exceptional – meets international standard, possibly publishable or campaign-ready |
| 40–44 | Excellent – high-quality, refined, very few weaknesses                             |
| 35–39 | Good – solid effort with some areas to improve                                     |
| 30–34 | Adequate – meets minimum standard, but lacks depth or polish                       |
| <30   | Weak – needs major improvements in concept, skill, or clarity                      |

### Digital Poster – Jury A (Food Security Expert)

| Criteria                                | Description                                                                                                                                                      |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Systems Perspective                     | Demonstrates understanding of interconnected elements of food systems (production, distribution, policy, environment, equity). Goes beyond single-issue framing. |
| Problem Relevance & Urgency             | Clearly identifies a pressing food security challenge relevant globally or locally, with justification.                                                          |
| Innovation & Solution-Oriented Thinking | Proposes or visualizes forward-looking ideas, technologies, or approaches. Not just describing the problem, but pointing to new directions.                      |
| Evidence & Credibility                  | Draws on credible data or real cases to support message. Avoids oversimplification.                                                                              |
| Impact Communication                    | Effectively conveys urgency, hope, or action-oriented insight to a broad or targeted audience.                                                                   |

### Digital Poster – Jury B (Visual Communication Expert)

| Criteria                                      | Description                                                                                                                                                                         |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Compliance with Technical Requirements</b> | <b>Compulsory. No marks. Must meet all stated requirements:</b> Digital format (JPG/PNG/PDF), A3 size, minimum 300 dpi resolution, use of English, and copyright-compliant visuals. |
| Design Clarity & Focus                        | Central message is immediately clear; layout guides viewer's attention effectively.                                                                                                 |
| Aesthetic & Visual Impact                     | Visually compelling, memorable, and appropriate for the topic and audience.                                                                                                         |
| Typography & Readability                      | Text is readable, well-chosen, and complements visuals without overwhelming.                                                                                                        |
| Infographic/Data Visualization Skill          | Uses graphs/charts/icons effectively to simplify and highlight data.                                                                                                                |
| Creativity & Original Expression              | Goes beyond templates. Shows originality in conceptual and visual execution.                                                                                                        |

### Academic Paper – Jury A (Food Security Expert)

| Criteria                     | Description                                                                                                                          |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Depth of Understanding       | Demonstrates mastery of food security concepts (availability, access, utilization, stability) and their multidimensional challenges. |
| Policy or Practice Relevance | Discusses implications for stakeholders: governments, NGOs, farmers, or private sector. Practical utility is addressed.              |
| Critical Analysis            | Shows ability to interrogate assumptions, contrast theories, or evaluate real-world interventions.                                   |
| Innovative Thinking          | Introduces or evaluates new frameworks, technologies, or approaches to food security.                                                |
| Evidence & Citation Quality  | Uses high-quality, diverse sources (peer-reviewed, institutional, local knowledge); citations are consistent and appropriate.        |

### Academic Paper – Jury B (Academic Writing Expert)

| Criteria                                     | Description                                                                                                                                                                                         |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Compliance with Submission Guidelines</b> | <b>Compulsory. No marks. Must meet all stated requirements:</b> word count (3,000–4,000 words), format (Times New Roman, 12pt, 1.5 spacing), APA 7th style, and inclusion of abstract and keywords. |
| Structure & Flow                             | Clear abstract, introduction, literature review, methodology (if applicable), analysis, and conclusion. Logical flow.                                                                               |
| Clarity & Precision of Language              | Language is concise, academic, and avoids ambiguity. Technical terms are defined.                                                                                                                   |
| Argumentation & Coherence                    | Claims are well-structured and build upon each other. No major logical gaps.                                                                                                                        |
| Grammar & Style                              | Grammar is flawless; academic style consistent with international standards.                                                                                                                        |
| Formatting & Referencing                     | Adheres to academic formatting style (APA, MLA, etc.); all citations included.                                                                                                                      |

### Video Campaign – Jury A (Food Security Expert)

| Criteria                            | Description                                                                                                                      |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Topical Depth & Framing             | Frames the food security issue within broader social, ecological, or economic systems. Avoids shallow or cliché representations. |
| Contextual Relevance                | Shows clear awareness of local/global context – includes nuance like gender, climate vulnerability, indigenous knowledge, etc.   |
| Solution/Call-to-Action Orientation | Offers ideas, actions, or innovations instead of just describing a problem.                                                      |
| Accuracy of Content                 | Presents verified data or examples. Avoids misleading generalizations or emotional manipulation.                                 |
| Audience Engagement & Accessibility | Message tailored for public, youth, or community awareness with clear, impactful delivery.                                       |

### Video Campaign – Jury B (Media Production Expert)

| Criteria                                     | Description                                                                                                                                                                                                                                                           |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Compliance with Submission Guidelines</b> | <b>Compulsory. No marks. Must meet all stated requirements:</b> video duration (3–5 minutes), MP4 format, landscape orientation, minimum 1080p resolution, inclusion of subtitles if not in English, and content is original and complies with submission guidelines. |
| Narrative Structure                          | Strong opening, middle, and closing. Story or message flows logically and maintains engagement.                                                                                                                                                                       |
| Cinematography/Visual Composition            | Visual framing, lighting, and focus enhance the message. High visual standards.                                                                                                                                                                                       |
| Sound Design & Voice                         | Clear narration or dialogue, effective use of music or ambient sound.                                                                                                                                                                                                 |
| Editing & Transitions                        | Pacing, cuts, and transitions support narrative without distraction.                                                                                                                                                                                                  |

|                     |                                                                                                    |
|---------------------|----------------------------------------------------------------------------------------------------|
| Creativity & Impact | Unique approach, emotionally powerful, or thought-provoking in a way that stays with the audience. |
|---------------------|----------------------------------------------------------------------------------------------------|