

Video Project Rubric

Student Name: _____

Judge: _____

Task Description: Students will create a video project demonstrating one of seven “Do Colorado Right” principles or why their local lands are important to them. The video should appeal to their local audience and clearly demonstrate how to recreate responsibly in outdoor spaces around their community.

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Creativity and Concept	<p>25-30 points</p> <p>Strong storytelling or unique perspective with creative use of visuals, sound or format.</p>	<p>18-24 points</p> <p>Clear creativity with some original ideas or a fresh take. Solid storytelling and visual choices.</p>	<p>10-17 points</p> <p>Conventional or predictable demonstration limited creativity. Storytelling is basic or underdeveloped.</p>	<p>0-9 points</p> <p>Minimal creativity; unclear or repetitive with little effort shown in concept development.</p>	
Clarity and Accuracy of “Do Colorado Right” Message	<p>25-30 points</p> <p>Clearly and accurately demonstrates a Do Colorado Right principle in an outdoors environment on the West Slope. Message is easy to understand</p>	<p>18-24 points</p> <p>Message is mostly clear and accurate, with minor gaps or inconsistencies with Do Colorado Right principles. Outdoors are identifiable as being on the West Slope.</p>	<p>10-17 points</p> <p>Message is somewhat vague with limited connection to the chosen Do Colorado Right principle. Public lands are briefly shown or mentioned, or video is filmed in an urban/suburban setting.</p>	<p>0-9 points</p> <p>Message is unclear or inaccurate and does not effectively represent a Do Colorado Right principle. Video is recorded entirely indoors or does not otherwise demonstrate an outdoor environment.</p>	
Impact and Inspiration	<p>21-25 points</p> <p>Video inspires responsible behavior and is highly motivating or emotionally impactful.</p>	<p>15-20 points</p> <p>Video is somewhat inspiring or impactful and has a message that resonates with the audience.</p>	<p>8-14 points</p> <p>Video has limited impact; message feels informational but not engaging.</p>	<p>0-7 points</p> <p>Video is uninspiring and is unlikely to motivate or connect with viewers.</p>	
Technical Quality	<p>12-15 points</p> <p>Video had smooth editing and pacing. Audio and other enhancements were well used. Video fit the time limits of the competition.</p>	<p>8-11 points</p> <p>Movie was completed and contained all required items. Editing was not done as well as it should have been with some minor audio or visual issues. Video fit the time limits of the competition..</p>	<p>4-7 points</p> <p>Noticeable technical issues, but content is still understandable</p>	<p>0-3 points</p> <p>Poor audio/visual quality distracts from message and obstruct understanding</p>	

Final Score					
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