

## 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	25-30 points  Strong storytelling or unique perspective with creative use of visuals, sound or format.	18-24 points  Clear creativity with some original ideas or a fresh take. Solid storytelling and visual choices.	10-17 points  Conventional or predictable demonstration limited creativity. Storytelling is basic or underdeveloped.	0-9 points  Minimal creativity; unclear or repetitive with little effort shown in concept development.	
Clarity and Accuracy of “Do Colorado Right” Message	25-30 points  Clearly and accurately demonstrates a Do Colorado Right principle in an outdoors environment on the West Slope. Message is easy to understand	18-24 points  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.	10-17 points  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.	0-9 points  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.	
Impact and Inspiration	21-25 points  Video inspires responsible behavior and is highly motivating or emotionally impactful.	15-20 points  Video is somewhat inspiring or impactful and has a message that resonates with the audience.	8-14 points  Video has limited impact; message feels informational but not engaging.	0-7 points  Video is uninspiring and is unlikely to motivate or connect with viewers.	
Technical Quality	12-15 points  Video had smooth editing and pacing. Audio and other enhancements were well used. Video fit the time limits of the competition.	8-11 points  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..	4-7 points  Noticeable technical issues, but content is still understandable	0-3 points  Poor audio/visual quality distracts from message and obstruct understanding	

Final Score					
-------------	--	--	--	--	--