

Digital Citizenship Video Competition

Student Rubric

What We're Looking For	4 ★ Excellent	3 ★ Good	2 ★ Getting There	1 ★ Needs Work
Clear Message	The video explains the topic clearly, step by step. Anyone watching will easily understand.	The video explains the topic, but a little more detail would help.	The video is a little confusing or leaves out important parts.	The video is hard to follow or doesn't explain the topic well.
Creativity & Engagement	Super creative! Fun, original, and keeps the audience interested the whole time.	Creative and interesting; audience stays engaged most of the time.	Some creative ideas, but not very exciting to watch.	Little creativity; video feels plain or boring.
Accurate & Useful Tips	Information is correct, and at least 3 clear, useful tips are shared.	Mostly correct, and at least 2 good tips are included.	Some mistakes, and only 1 tip is included.	Information is wrong or not helpful; no tips are shared.
Overall Impact	Inspires other students to practice good digital citizenship right away.	Encourages students to try, but could be more motivating.	Some encouragement, but not very convincing.	Doesn't really encourage or inspire others.

Total Score: ____ / 16

✓ Tip for Success:

Think about your audience (other students). Make your video:

- Clear (easy to understand)
- Correct (true and useful)
- Inspiring (encourage others to do the right thing online)
- Inspiring (encourage others to do the right thing online)

