

## RUBRIC (EVALUATION)

<b>TIER 1 SCREENING</b>	The piece can be viewed by the online judge Piece must be in WMV, AVI, MOV format	YES NO No = no scoring
	Intellectual property is respected; Copyright rules are followed Any text/images are school appropriate	YES NO No = no scoring
<b>TIER 2 VIRTUAL SCORING</b>	<b>CRITERIA</b>	
PSA (Commercial) <i>(Points deducted for over time limits)</i>	Video piece is persuasive and precise for one of three time limits: 15 seconds, 30 seconds or 60 seconds  0 = over time limit 10 = adheres to 15, 30 or 60 second Time limit	1 2 3 4 5 6 7 8 9 10
<b>Credits</b>	All music, images, websites are credited properly at end of video and/or credits are included on the online link (PSA)	0 5
<b>Creativity/Originality</b>	Video is creative, imaginable and or innovative;	1 2 3 4 5 6 7 8 9 10
<b>Production Quality</b>	Clear; appealing; audio and images fit the mood	1 2 3 4 5
	Video show planned shots and good editing; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies)	1 2 3 4 5
	Voice quality is good; can be heard/understood very clearly; internal and external microphones were used	1 2 3 4 5
	Used appropriate lighting and extra lights, if needed	1 2 3 4 5
	Images, interviews, voiceover text, sound/music enhance the piece	1 2 3 4 5
<b>CONTENT ELEMENTS</b>	<b>FFV (Fresh Fruits &amp; Vegetables) Elements</b>	1 2 3 4 5 6 7 8 9 10
15-Second Video: Choose 1 Element	<ul style="list-style-type: none"> <li>• Note health benefits of eating multiple colors of fresh vegetables</li> <li>• Note health benefits of eating multiple colors of fresh fruits</li> </ul>	
30-Second Video Choose 2 Elements	<ul style="list-style-type: none"> <li>• Note the health benefits of eating fresh fruits and vegetables versus canned</li> <li>• Demonstrate the amount of FFV that should be consumed daily</li> </ul>	
60-Second Videos Choose 3 or more Elements	<ul style="list-style-type: none"> <li>• Demonstrate the benefits of purchasing KY Proud or locally-grown FFV products.</li> </ul>	
	<b>TOTAL SCORE OUT OF 60:</b>	