

Thru The Trees Video Contest - Judging Rubric

Category	4-5	2-3	1
Purpose – <i>how well the video represents the contest purpose</i>	The video highlights one or more forest careers as a central theme of the video, has a clear vision, and is well organized.	The video highlights one or more forest careers as the central theme of the video, but lacks clarity and organization.	The video does not highlight one or more forest careers as the central theme of the video.
Accuracy of Content – <i>quality of the information presented</i>	The video accurately represents forests, forestry, forest careers, and/or the wood products industry, and excels at increasing awareness and understanding of forest careers.	The information is largely accurate and not misleading about forests, forestry, forest careers, and/or the wood products industry. The video increases awareness and understanding of forest careers.	The video is inaccurate or misleading about forests, forestry, forest careers, and/or the wood products industry or does not increase awareness and understanding of forest careers.
Message Impact – <i>the extent to which the video engages and inspires</i>	The video promotes a forest career or careers in a highly engaging and inspirational way.	The video promotes a forest career or careers, but is not very engaging or inspiring.	The video does not promote a forest career or careers in an engaging or inspirational way.
Creativity – <i>the extent to which the video is unique and original</i>	The video is unique with a high degree of ingenuity and resourcefulness.	The video is unique with some ingenuity and resourcefulness.	The video is not unique and lacks ingenuity and resourcefulness.
Research - <i>the number of sources referenced in the creation of this video</i>	Four or more sources were referenced.	Two to three sources were referenced.	One or no source was referenced.
Production - <i>Overall quality of video, including visual and sound elements</i>	Transitions are smooth. Sound is clear. All sound and visual elements coincide with the video's message.	Some transitions are not smooth. Sound is not as clear as it could be. Some sound and visual elements distract from the video's message.	Transitions are not smooth. Sound is of poor quality. Many sound and visual elements distract from the video's message.