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| **Video** | 30% Content Clarity: Does the video present a succinct description of desired content? | 35% Memorable/Creative:Does the video engage the audience? How well does the video draw and keep the listener's attention? | 35% Production:What is the overall quality (including visual and sound elements)? |  |
| 5 Points | **The viewer is left with an exceptional understanding of the topic/research.*** Video highlights the capabilities of NASA Earth observations to meet partner needs and the use of supporting data or methods were succinctly explained.
* Audience was well-informed about the problem, need for work being done, and how the project could improve decision-making. Results are clear and convincing.
* Full arc of the video is clear and communicates all key information.
* Project has reached a clear end point (product is easily understood and clearly meets partner’s needs / benefits).
* Each member of the team, DEVELOP, and the node were identified during the video.
 | **The audience will remember research and video contents and feels like they want to learn more. An exceptionally creative or memorable video.*** Visual themes work well with the presentation of material and aid in the viewer's understanding of the topic/ research.
* The video is original, creative, and unique.
 | **Video is exceptionally well planned, with smooth transitions and edits. Sounds are excellently balanced and easy to hear.*** All visuals coincide with the overall tone of the research/topic.
* Music is appropriate for theme and research.
* Narration is clear and understandable.
* All required elements are clearly present and easy to identify in 2:30 (opening and ending clips, partners, team, node, DEVELOP)
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| 4 Points | **The viewer is left with a strong understanding of the topic/research.*** Video highlights the capabilities of NASA Earth observations to meet partner needs and some supporting data or methods is explained in the video.
* Audience was well-informed about the community concern, the project end-user and how the project could improve decision-making. Results are clear.
* Partner needs / benefits are clearly identified.
* Each member of the project and node were identified during the video.
 | **The audience will remember research and video contents. A highly creative and memorable video.*** Visual themes are consistent and relevant to the presentation of the topic/research.
* The video has original thought and is creative.
 | **Video is well planned, with competent edits. Sound is well balanced and easier to hear.*** Most elements blend with the overall tone of the research/topic.
* Music is appropriate for theme and research.
* All required elements are present (opening and ending clips, partners, team, node, DEVELOP)
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| 3 Points | **Viewer is left with general understanding of the topic/research.*** Video highlights the capabilities of NASA Earth observations.
* Team vaguely presents supporting data or methods used.
* Audience was informed about the problem and need for work being done, with some details missing or not described in full.
* Partner needs / benefits were described but not succinctly. Results are apparent, with some detail missing.
* Each member of the team is identified.
 | **The audience is likely to remember some parts but not all key concepts of the video. The video contains creative elements.*** Visual themes are relevant to the presentation of the topic/research, and some but not all the key concepts are memorable.
* The video has some original thought and is somewhat creative
 | **Video is somewhat planned. Transitions and edits are rudimentary.** * Sounds are reasonably balanced. Some elements (lighting, music, etc.) are distracting.
* Music is okay; it does not add or subtract from content.
* Video meets requirements but exceeds 2:30 seconds.
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| 2 Points | **Viewer is left with a little understanding of the topic/research.*** Audience was informed about the problem and need for work being done, with some details missing or not described in full.
* Project is somewhat successful in fulfilling objectives as described.
* Results are addressed but not in a clear manner.
 | **Some introduced visual themes may distract from viewer’s understanding of the topic/research.*** The video has some original thinking but is focused on the research.
* It relies on preformatted layouts and the visual themes do not match the narration.
 | **Video is not well planned and has poor quality edits. Sound is of poor quality.*** Many elements distract from the presentation of the research.
* Music selection or volume changes are too distracting
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| 1 Point | **Viewer is left with little understanding of the topic/research.*** No NASA Earth observation data.
* Supporting data is shown but not described.
* Audience was not well-informed about the problem, need for work.
* Project falls short of fulfilling objectives and provide a full project arc.
* No team introduction is given.
 | **Video is slightly memorable.*** The video addresses the research to a degree but is not focused on the key concepts. The video is only slightly memorable.
 | **Technical difficulties seriously interfere with the viewer’s ability to understand content.*** The camera work and/or transitions are overly distracting.
* Sound and visual files are distorted, titles and any text that appear are illegible.
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| 0 Points | **Viewer is left with no understanding of the topic/research.*** The video is not informative. The topic/research is not addressed.
* Much of the supporting information in the video is irrelevant to the project and/or the project’s objectives.
* The video fails to convey key project information.
 | **Video is neither memorable nor creative.*** The video has no originality (e.g., limited to PowerPoint slide and narration).
* The video is unmemorable (or memorable for negative reasons).
* Theme or visual style is unappealing to the intended general audience.
 | **Video has poor quality. Sound does not match visuals or message of the video.*** Elements of the video do not relate to the research.
* Music selection does not fit video message and narration is unclear.
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