|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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) |  |
| 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) |  |
| 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. |  |
| 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 |  |
| 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. |  |
| 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. |  |