

Content Clarity: Does the video present a succinct description of the community concerns and how it is addressed with the uses of NASA Earth observations, supporting data or other technology?	Memorable/Creativity: How well does the video draw and keep the listener's attention? Does the team engage with the audience?	Production: What is the overall quality of production (including visual and sound elements)?	Social Media
These three sections are scored by a panel of judges who were nominated by the DEVELOP locations			Be apart of the DEVELOP network and help improve our brand
4 POINTS	4 POINTS	4 POINTS	#nasadevelop
The viewer is left with an exceptional understanding of the topic/research.	The audience will definitely remember research and video contents, and feels like they want to learn more. An very creative or memorable video.	Video is extremely well planned, with smoothtransitions and edits. Sounds are excellently balanced and easy to hear.	Social Media Interaction (Facebook, Twitter, and YouTube)
• Video highlights the capabilities of NASA Earth observations to meet partner needs and the use of supporting data or methods were succinctly explained	• Visual themes work well with the presentation of material and aid in the viewer's understanding of the topic/ research	• Elements blends with the overall tone of the research/topic	• When you share your work on social media use #nasadevelop
• Was well-informed about the problem, need for work being done, and how the project could improve decision-making. Final results are clear and convincing	• The video has original through, is creative, and unique	• Video visuals and transitions are clear and of high-quality	•Facebook = #nasadevelop
• Project has reached a clear end point (end product is easily understood and clearly meets/exceeds partner's needs)	• Video was engaging and kept audience attention	• Music is appropriate for theme and research	• Twitter = #nasadevelop
• Each member of the team was identified during the video, either in filmed footage, in a photo, or with by their names appearing during a voice over		• Video audio and voiceovers are clear and of high-quality with little to not background noise	• YouTube = #nasadevelop
		• It is clear where all footage, images, and music is originally from. There is a citations list at the end of the video	
		•A video has mandatory DEVELOP clips *	
3 POINTS	3 POINTS	3 POINTS	
Viewer is left with general understanding of the topic/research.	The audience is likely to remember most but not all key concepts of the video and research. The video contains creative elements.	Video is planned, with competent edits. Soundis well balanced and easier to hear. Transitions and edits are rudimentary.	
• Audience was informed about the problem and community concerns with some details missing or not described in full	• Visual themes are relevant to the presentation of the topic/research, and some but not all of the key concepts are memorable	• Sounds are reasonably balanced. Some elements (lighting, music, etc.) are distracting	
• Partner decision-making activity was described but not succinctly. Final results are apparent, with some detail missing	• The video has some original thought and is moderately creative	• A video may not be ranked higher than a '3' in this category if it exceeds the maximum length of 4:20(4 minutes, 20 seconds)	
• Introductions were made, viewer not clear on who is the project team		• A video has mandatory DEVELOP clips *	
• Video highlights the capabilities of NASA Earth observations to meet partner needs but vaguely presents how data or methods were used to do this			
2 POINTS	2 POINTS	2 POINTS	
Viewer is left with a little understanding of the topic/research.	Some introduced visual themes may distract from viewer's understanding of the topic/research.	Video is not well planned and has poor quality edits. Sound is of poor quality.	
• Audience was informed about the community concerns, problem, and need for work being done, with some details missing or not described in full	• Video is predominantly focused on detailed methodology that does not communicate well to a general audince	• Many elements distract from the presentation of the research	
• Project is somewhat successful in fulfilling objectives as described	• Video uses the same stock footage throughout the video	• Music selection or volume changes are too distracting	
• Final results are addressed but not in a clear manner		• Viewer does not know original author of footage and audio	
1 POINT	1 POINT	1 POINT	
Viewers is left with very little understanding of the topic/research.	Video is slightly memorable.	Technical difficulties seriously interfere with the viewer's ability to understand content.	
• No explanation of NASA Earth observation used	• The video addresses the research to a degree, but is not focused on the key concepts. The video is only slightly memorable.	• The camera work and/or transitions are overly distracting	
• Supporting data is shown but not described	• Viewer has no understanding of the community concern	• Sound and visual files are distorted, titles and any text that appear are illegible	
• Project falls short of fulfilling objectives stated or outlined in the approach			
• The video reaches the intended audience, but the video is not informative, need for work			
• No locational information is provided (e.g. study area, team introduction)			
0 POINTS	0 POINTS	0 POINTS	0 POINTS
Viewer is left with no understanding of the topic/research.	Video is neither memorable (or memorable for negative reasons) nor creative.	Copyrightedmaterials are used in the video without credits.	Team does not share video using #NASADEVELOP
• No NASA Earth observation data used	• Theme or visual style is unfit for intended general audience, no time spent on creativity	• Team uses copyrighted materials, such as photos, graphics and music, in the video but does not properly cite them	• Team members does not use #NASADEVELOP
• 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 reach the intended audience			
Note: Mandatory DEVELOP clips: Opening (DEVELOP logo flips to NASA meatball logo) Closing ending("NASA DEVELOP" appears next to a rotating Earth, followed by the DEVELOP website address fading in)			Virtual Poster Session Scoring Rubric
			Rev: October 2016 (Communications Team FY2017)