

Virtual Poster Session Scoring Rubric

Rev. April 2015

<p>25% Content Clarity:</p> <p>Does the video present a succinct description of the community concern and how it is addressed with the use of NASA Earth observations, supporting data or other technology?</p>	<p>25% Memorable/Creativity:</p> <p>How well does the video draw and keep the listener's attention? Does the team engage with the audience?</p>	<p>25% Production:</p> <p>What is the overall quality of production (including visual and sound elements)?</p>	<p>25% Blogging:</p> <p>Do the team members actively participate in dialogue with commenters/viewers?</p>
<p>5 POINTS</p> <p>The viewer is left with an exceptional understanding of the topic/research.</p> <ul style="list-style-type: none"> • 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. • Final results are clear and convincing. Project has reached a clear end point (end product is easily understood and clearly meets/exceeds partner's needs). • It is clear that each author listed contributed to the video and research content. • Each member of the team was identified during the video, either in person or with by their names appearing during a voice over). 	<p>5 POINTS</p> <p>The audience will definitely remember the research and video content, and feels like they want to learn more. An exceptionally creative or memorable video.</p> <ul style="list-style-type: none"> • Visual themes work well with the presentation of material and aid in the viewer's understanding of the topic/ research. • The video is very original, creative, and unique. 	<p>5 POINTS</p> <p>Video is exceptionally well planned, with smooth transitions and edits. Sound is excellently balanced and easy to hear.</p> <ul style="list-style-type: none"> • All elements coincide with the overall tone of the research/topic. • Team interactions with visuals and audio is not limited to voice-over narration. • Music is appropriate for theme and research. 	<p>5 POINTS</p> <p>Virtual poster generated an exceptional amount of feedback in the commenting section on Earthzine's website.</p> <ul style="list-style-type: none"> • Feedback involves an exceptional amount of constructive dialogue about the project and its scientific, practical applications. • Substantial dialogue addresses specifics of project's life cycle, partnerships, and use of NASA EOS, supporting data, methods, or alternative approach for studying Earth science and societal issues, presentation through use of media, etc. • Team commented on other projects.
<p>4 POINTS</p> <p>The viewer is left with a strong understanding of the topic/research.</p> <ul style="list-style-type: none"> • 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. Final results are clear and a clear end product is demonstrated/ provided to the partner. • It is evident that each author listed contributed to the video and research content. • Each member of the project was identified during the video (either through introducing themselves or by their names appearing during a voice over). 	<p>4 POINTS</p> <p>The audience will remember the research and video content. A very creative and memorable video.</p> <ul style="list-style-type: none"> • Visual themes are consistent and relevant to the presentation of the topic/research. • The video has original thought and is creative. 	<p>4 POINTS</p> <p>Video is well planned, with competent edits. Sound is well balanced and easy to hear.</p> <ul style="list-style-type: none"> • Most elements blend with the overall tone of the research/topic. • Music is appropriate for theme and research. • <u>A video may not exceed a '4' in this category if it omits the mandatory DEVELOP introduction clip</u> (DEVELOP logo flips to NASA meatball logo\ and ending clip ("NASA DEVELOP" appears next to a rotating Earth, followed by the DEVELOP website address fading in). 	<p>4 POINTS</p> <p>Virtual poster generated ample feedback in the commenting section on Earthzine's website.</p> <ul style="list-style-type: none"> • Feedback involves constructive dialogue about the project and its scientific, practical applications. • The dialogue at least in part addresses specifics of project's life cycle, partnerships, and use of NASA EOS, supporting data, methods, or alternative approach for studying Earth science and societal issues, presentation through use of media, etc. • Team commented on at least one other project.
<p>3 POINTS</p> <p>Viewer is left with general understanding of the topic/research.</p> <ul style="list-style-type: none"> • Video highlights the capabilities of NASA Earth observations to meet partner needs. • 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 decision-making activity was described but not succinctly. Final results are apparent, with some detail missing. • Introductions were made, but it is not clear that each author contributed to the research. 	<p>3 POINTS</p> <p>The audience is likely to remember some parts but not all key concepts of the video. The video contains creative elements.</p> <ul style="list-style-type: none"> • Visual themes are relevant to the presentation of the topic/research, and some but not all of the key concepts are memorable. • The video has some original thought and is moderately creative. 	<p>3 POINTS</p> <p>Video is somewhat planned. Transitions and edits are rudimentary.</p> <ul style="list-style-type: none"> • Sounds are reasonably balanced. Some elements (lighting, music, etc.) are distracting. • Music is OK; it does not add or subtract from content. • <u>A video may not be ranked higher than a '3' in this category if it exceeds the maximum length of 4:15</u> (4 minutes, 15 seconds). 	<p>3 POINTS</p> <p>Poster session generated moderate feedback in the commenting section.</p> <ul style="list-style-type: none"> • There is a modest amount of dialogue between the team and the audience. • The team responds to all questions posed within the blogging period. • <u>A video may not be ranked higher than a '3' in this category if no member of the team commented on another project.</u>
<p>2 POINTS</p> <p>Viewer is left with a little understanding of the topic/research.</p> <ul style="list-style-type: none"> • 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. • Final results are addressed but not in a clear manner. • Authors/ team members are listed, but several team members fail to participate beyond that. 	<p>2 POINTS</p> <p>Some introduced visual themes may distract from viewer's understanding of the topic/research.</p> <ul style="list-style-type: none"> • The video has too little original thinking but is focused on the research. • It relies on preformatted layouts and most, or all, of the video is voice over narration. 	<p>2 POINTS</p> <p>Video is not well planned and has poor quality edits. Sound is of poor quality.</p> <ul style="list-style-type: none"> • Many elements distract from the presentation of the research. • Music selection or volume changes are too distracting. 	<p>2 POINTS</p> <p>Poster session generated minimal feedback in the commenting section.</p> <ul style="list-style-type: none"> • There is some dialogue between the team and the audience. • Team replies to most, but not all comments and questions.
<p>1 POINT</p> <p>Viewer is left with very little understanding of the topic/research.</p> <ul style="list-style-type: none"> • 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 stated or outlined in the approach. • No team introduction is given. 	<p>1 POINT</p> <p>Video is slightly memorable.</p> <ul style="list-style-type: none"> • The video addresses the research to a degree, but is not focused on the key concepts. The video is only slightly memorable. 	<p>1 POINT</p> <p>Technical difficulties seriously interfere with the viewer's ability to understand content.</p> <ul style="list-style-type: none"> • The camera work and/or transitions are overly distracting. • Sound and visual files are distorted, titles and any text that appear are illegible. 	<p>1 POINT</p> <p>Team has very little interaction with the audience.</p> <ul style="list-style-type: none"> • Dialogue limited to statements (such as "Great video!") and does not explore any of the criteria listed in the description of requirements to receive a 4 or 5 in this category. • Team replies to some but not all comments.
<p>0 POINTS</p> <p>Viewer is left with no understanding of the topic/research.</p> <ul style="list-style-type: none"> • The video reaches the intended audience, but 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 reach the intended audience. 	<p>0 POINTS</p> <p>Video is neither memorable nor creative.</p> <ul style="list-style-type: none"> • 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. 	<p>0 POINTS</p> <p>Copyrighted materials are used in the video without credits.</p> <ul style="list-style-type: none"> • Team uses copyrighted materials, such as photos, graphics and music, in the video but does not properly cite them. 	<p>0 POINTS</p> <p>Team has no interaction with the audience.</p> <ul style="list-style-type: none"> • Team has made no effort to answer questions or comments from viewers. • <u>A video may not be ranked higher than a '0' in this category if they did not respond to any comments.</u>