**Canada’s Coolest School Trip 2019-2020**

**Video Judging Rubric**

Class Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of conservation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Conservation project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Category:** | **1 Point** | **2 Points** | **3 Points** | **4 Points** |
| **Communication and Execution** | Video shows very little detail and clarity about what the class is doing to be local cultural/historical and/or environmental conservation champions in their community. The conservation project was poorly executed. | Video lacks detail and clarity about what the class is doing to be local cultural/historical and/or environmental conservation champions. The conservation project was executed with some success. | Video has a good amount of detail and clarity about what the class is doing to be local cultural/historical and/or environmental conservation champions. It is evident that research was completed. The conservation project was successfully executed. | Video is very clear with lots of detail about what the class is doing to be local cultural/historical and/or environmental conservation champions. It is evident that significant research was done. The conservation project was executed with great success. |
| **Creativity** | Video has no originality. It does not capture the viewers’ attention. | Video has little originality and is unable to hold viewers’ attention throughout. | Video has some originality and is moderately creative. Viewers’ attention is kept throughout. | Video is original, creative and unique. Viewers are captivated for the duration. |
| **Production Quality** | Video is not well planned and edits are poor. Sound is of poor quality. Images are not clear and smooth. | Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Most images are clear with rough transitions. | Video is well planned with competent edits. Sound is well balanced and easy to hear. Images are clear and easy to see throughout. | Video is well planned with smooth transitions and edits. Sound is very well balanced and easy to hear. All sound and visual elements work well to convey the video’s message |
| **Application and Significance** | Video represents a conservation project of little to no relevancy to the protection of the local environment and/or local culture or history. | Video represents a conservation project that is somewhat relevant to the protection of the local environment and/or local culture or history. | Video represents a conservation project that is relevant to the protection of the local environment and/or local culture or history. | Video represents a conservation project that is highly relevant to the protection of the local environment and/or local culture or history. |
| **Community Engagement** | Little to no effort was made to present the conservation effort and video to the local community. | Some effort was made to present the conservation effort and video to the local community. | Effort was clearly made to present the conservation effort and video to the local community. | A great effort was made to present the conservation effort and video to the local community. |