

| CATEGORY | 4 Points | 3 Points | 2 Points | 1 Point |
|-----------------------------|--|---|--|---|
| Content | Content is original, accurate, and interesting. Topic is well-addressed. | Content is accurate and addresses topic adequately. | Content is accurate, but does not adequately address topic. | Content is not accurate and the topic is not addressed. |
| Persuasiveness | Entry covers the topic with details and/or examples. Presentation is realistic and compelling. | Entry includes important knowledge about the topic. Presentation is realistic and compelling. | Entry includes essential information about the topic, but has a few factual errors. Presentation is mostly realistic and compelling. | Entry has several factual errors. Presentation is unrealistic. |
| Creativity | Entry shows original and creative ideas. | Entry has some original thought, shows some new insights. | There is little original thinking. | There is no original thinking. |
| Technical Production | The message is conveyed through appropriate tone and/or voice. The recording is clear. All elements coincide with the entry's message. | The message is mostly conveyed through appropriate tone and/or voice. The recording is clear. All elements mostly blend with the entry's message. | The message is mostly conveyed through appropriate tone and/or voice. Most of the recording is clear. Some elements tend to distract from the entry's message. | The message is not conveyed through appropriate tone and voice. Recording is not clear. Elements distract from the entry's message. |
| Overall Presentation | Entry has excellent use of setting, light, color, graphics, effects, sounds, etc. | Entry uses good lighting, setting, color, graphics, effects, sounds, etc. | Entry uses good lighting, setting, color, graphics, effects, sounds, etc., but may digress from the overall presentation. | Entry use of light, setting, color, graphics, effects, sounds, etc. are distracting. |