

### High Schol Video Contest Rubric: What Makes Stormwater a Resource?

Criteria	3 – Exceeds Expectations	2 – Meets Expectations	1 – Needs Improvement
<b>Composition</b>	Video is well-organized, flows logically, and stays within 30-60 seconds. Video stays on topic, is well-organized, and has smooth transitions.	Video is mostly organized, is close in time range, and may have minor issues with flow.	Video lacks clear organization or structure, is too long/short, message is unclear or rushed.
<b>Creativity &amp; Entertainment Value</b>	Video engages the audience effectively using creative visuals, sound, narration, or script. Content is memorable and entertaining; holds viewer interest throughout.	Some creative elements present, but may not fully engage audience interest consistently.	Limited or no creative effort; video is dull or confusing, losing audience attention quickly.
<b>Accuracy of Information</b>	All information about stormwater, its benefits, and management in metro Atlanta is accurate, well-researched, and clearly explained.	Most information is accurate, with minor errors or omissions that do not significantly affect understanding.	Contains inaccuracies or misinformation, confusing the message.