

2026-2027 Video Rubric

***DISCLAIMER** Videos failing to adhere to the following criteria will not receive a score (marked as **DNQ**— Does Not Qualify): have a duration of 5-7 minutes without being sped up or slowed down, include opening and closing titles, and feature a minimum of three careers (one of which **MUST** be from a nondegree position).

CRITERION	Exemplary 3 points	Proficient 2 points	Partially Proficient 1 point	Incomplete 0 points
Clarity and Organization 5% weight	- Video components flow together into a single whole - Video is between 5 and 7 minutes - Video has opening and closing titles that are ≤10 seconds each - Opening titles include video title/ company name, this year's Challenge theme, school/group name, team ID, and CEF use disclaimer - Closing titles include school/group & address, student names (first name and last initial), student contribution, and bibliography - Video is easy to follow and includes multiple visual elements (ie acting, dancing, video clips, drawings, etc.) - There is no irrelevant content - Storyboard is complete and includes bibliography in APA format	- Some attempt made to connect video components so that it flows - Video is between 5 and 7 minutes - Video has opening and closing titles that may be longer than 10 seconds, but include required components - Video is occasionally easy to follow and includes at least one visual element (i.e. acting, dancing, video clips, drawings, etc.) - Most content is relevant and supports the main focus, with minimal off topic information - Storyboard is complete and includes bibliography in APA format	- Video components may not flow - Video is between 5 and 7 minutes - Video has either opening or closing titles that may be missing information - Video is difficult to follow and may only include text without visual elements - There may be some irrelevant content - Incomplete storyboard and bibliography may be incorrectly formatted	Video does not fall within 5-7 minute time requirements or maybe at an increased or decreased speed - DNQ -OR- Videos may not include opening and closing titles - DNQ -OR- Content may be irrelevant and distract from focus
Explanation of Start-Up Company 25% weight	- Clear mission that is aligned to role in industry and problem - Clear and thorough explanation of role in chosen industry - At least three different careers provided are involved in addressing the problem and clearly represent workers from non-degreed and degreed positions	- Mission given but may not be aligned to role in industry - Role in chosen industry stated, but details lacking - Three different careers provided that represent workers from non-degreed and degreed positions, but each career may not be involved in addressing the problem	- Mission is unclear - Role in chosen industry may be confusing due to significantly lacking or inaccurate details - Careers given but may be less than 3 or are not connected to the problem	Mission not provided -OR- Role in chosen industry not provided -OR- Careers not provided -OR- Careers do not represent workers from non-degreed positions - DNQ
Explanation of Problem 25% weight	- All content is accurate and demonstrates a thorough knowledge of force and motion concepts and problem - Thorough explanation of problem and its impact - Thorough elaboration of force and motion concepts that includes supporting details and how they relate to problem	- All content is accurate and demonstrates a general knowledge of force and motion concepts and problem - General explanation of problem and impact - Some elaboration of force and motion concepts with supporting details in connection to problem	- Most content is accurate, but limited in scope - Problem or impact not clearly explained - Limited explanation of force and motion concepts connected to problem - Details and information given are unrelated to force and motion concepts, but problem identified	Multiple errors in scientific content -OR- Problem is not identified, or explanation of impact is missing or difficult to follow -OR- Force and motion concepts are missing or not connected to the problem
Explanation of Solution 35% weight	- All content is accurate and demonstrates a thorough knowledge of force and motion concepts and solution - Thorough explanation of innovative solution and how it addresses the problem - Detailed elaboration of how force and motion concepts, scientific fundamentals from the study guide, and solution are connected - In-depth description of how the company is addressing sustainability within their solution - Thoroughly connects and names at least 1 UN's SDG to their solution - Elaborate, detailed, and clear visual of solution provided - Thorough explanation of strengths and obstacles in implementing or creating the solution - Clear, reasonable, and thorough explanation of the connection between one or more of the identified career roles and the solution, including the educational requirements for each career role	- All content is accurate and demonstrates a general knowledge of force and motion concepts and solution - General explanation of solution and how it addresses the problem - General elaboration of how force and motion concepts and solution connect to scientific fundamentals from the study guide - General discussion of how the company is addressing sustainability within their solution - General connection of United Nations' SDGs to their solution with limited detail - Clear visual of solution provided, but limited detail - General explanation of strengths and obstacles in implementing or creating the solution that lacks some detail - General discussion of one or more of the identified career roles, including their educational requirements, but the connection to the solution may be unclear and lacking detail	- Most content is accurate but demonstrates limited knowledge of force and motion concepts and solution - Limited explanation of solution and how it addresses the problem - Minimal or no elaboration of how force and motion concepts and solution connect to scientific fundamentals from the study guide - Limited discussion of how the company is addressing sustainability within their solution that lacks critical details - Discusses United Nations' SDGs but not how it relates to their solution - Visual of solution provided, but unclear and with limited detail - Strengths and obstacles in implementing or creating the solution are significantly lacking details - Limited and unclear discussion of one or more of the identified career roles and their educational requirements, and the connection to the solution	No solution is provided, or a solution already exists -OR- Force and motion concepts are missing or not connected to the solution or scientific fundamentals from the study guide -OR- Sustainability is not discussed -OR- United Nations' SDGs are not included -OR- No visual is provided -OR- Strengths and obstacles are missing -OR- Career or job roles, including their educational requirements, not mentioned in connection to the solution
Quality and Collaboration 10% weight	- ALL material is original or free to use according to copyright rules/regulations - AI may be used for visuals but is cited properly - Audio is clearly audible and there is little to no background noise - All team members are visibly interacting throughout video - ALL members have a significant role in video	- ALL material is original or free to use according to copyright rules/regulations - AI may be used for supporting visuals, but most of the video is student-created and original. AI-generated content is cited. - There may be some background noise, but it does not affect the ability to understand audio - Team members are occasionally interacting throughout the video - Most of the team members have a role in video	- Almost all material is original or free to use according to copyright rules/regulations - AI-generated content makes up a noticeable portion of the video or is not fully cited. - Background noise may sometimes interfere with ability to understand audio - No team members are visible throughout the video - Limited number of team members have a role in video	Video content does not follow copyright rules/regulations, relies heavily on AI generated content -OR- Video is very poor/may be difficult to hear at all/background noise may consistently interfere with ability to understand audio -OR- Video dominated by one individual