

"Because of an Educator..." Video Essay Judging Rubric

- Utah PTA will ask each coalition partner to provide 2-3 judges
- 3-4 judges per entry will give a good composite score.
- 2 level judging - 1st being a screening to final judging
 - Screen by school district to bring to finals - all those judged in finals would be put into the viewers choice playlist for a viewer's choice grand prize
- Top Screened entries will be judged in age divisions - K-5, 6-8 and 9-12
 - 1 top winner and 4 honorable mention in each age category
- All Top Screened videos

Judging Rubric	Poor	Good	Excellent
Interpretation of Theme	0-3 pts	4-7 pts	8-10 pts
How closely do they follow the theme. Narrative clearly conveys the essence of the theme , offers compelling evidence of an educator's influence in the student's life.	The work does not interpret the theme.	The work partially interprets the theme.	The work interprets the theme very well.
Artistic Merit/ Creativity	0-3 pts	4-7 pts	8-10 pts
How creative and original the piece is in its conception of the theme and its presentation.	Idea is taken from another source.	Presents the idea in a fairly new way.	Presents the idea in a unique or imaginative way
Emotional Impact	0-3 pts	4-7 pts	8-10 pts
Does this piece move you to act? Will you share it?	Little to no emotional impact.	Pulls at my heart strings but I would scroll past it on social media.	Piece moves viewer to action. Shares on social media and creates own video to share.