

2024 Marketing Competition Rubric

Score	Strength of Message	Creativity	Editing and technique
5	<p>This video's messaging is clear and memorable.</p> <p>The goal of the video is clear, and scenes demonstrate ambition in advocating the team's message.</p> <p>Video's message demonstrates thoughtful planning and uses varied storytelling techniques to inspire and excite multiple audiences.</p>	<p>This video showcases the team, the Challenge, and aerospace overall in a way that utilizes a wide variety of sources, such as different texts, media, resource persons, or personal experiences.</p> <p>This video highlights characteristics of the specific team or the Challenge in way that demonstrates the team's unique experience.</p> <p>This video demonstrates exceptional creative effort in presenting the Challenge and aerospace.</p>	<p>This video demonstrates smooth, high quality editing and detailed videography.</p> <p>Transitions between scenes demonstrate strong attention to detail, add to overall engagement, and show thoughtful planning.</p> <p>Any effects, if used, heighten audience experience and are implemented with discretion.</p> <p>Errors are minimal or non-existent.</p>
4	<p>This video's messaging is strong and memorable.</p> <p>The goal of the video is clear, and scenes reinforce the overall message.</p> <p>Video's message demonstrates preparation to achieve the goal of inspiring and exciting audiences.</p>	<p>This video showcases the team, the Challenge, and aerospace in a way that demonstrates creative effort.</p> <p>This video showcases characteristics of the team or the Challenge to strengthen its message.</p> <p>This video presents aerospace in a way that demonstrates good creative effort.</p>	<p>This video demonstrates high quality editing and videography.</p> <p>Transitions between scenes are smooth, well timed and consistent throughout.</p> <p>Any effects, if used, keep the audience engaged throughout the video.</p> <p>There are some errors, but their effect on the overall video is minimal.</p>
3	<p>This video presents clear and engaging messaging.</p> <p>The goal of the video is discernable, and scenes may reinforce the message indirectly.</p> <p>Video attempts to achieve the goal of inspiring and exciting audiences.</p>	<p>This video showcases the team, the Challenge, and aerospace throughout.</p> <p>This video uses showcases characteristics of the team or the Challenge to strengthen its message that may be vague.</p> <p>This video presents aerospace in a way that may not demonstrate creative effort.</p>	<p>This video demonstrates an educated attempt of editing and videography.</p> <p>Transitions between scenes are well timed, with few jarring moments. Any effects, if used, help keep the audience engaged but may feel slightly out of place.</p> <p>Transitions between scenes can be abrupt or slow, but the message can still be followed.</p>
2	<p>This video's messaging may be not always be engaging or clear, but effort is evident.</p> <p>The goal of the video may be unclear at times, and some scenes may contradict or takeaway from the message.</p> <p>Video does not show evidence of achieving goal of inspiring and exciting audiences.</p>	<p>This video occasionally showcases the team, the Challenge, and aerospace.</p> <p>This video does not utilize specific characteristics of the team but may use characteristics of a team in general to strengthen its message.</p> <p>This video presents rocketry in a way that does not demonstrate creative effort.</p>	<p>This video's editing and videography may be lacking, but effort is evident.</p> <p>Any effects, if used, are engaging but may detract from the message.</p> <p>Errors in the video make it difficult to watch.</p>
1	<p>The message of the video is incoherent, or not related to the prompt.</p>	<p>This video demonstrates minimal original work or does not reference the team, the Challenge, or aerospace.</p>	<p>The video is extremely difficult to watch or is entirely unviewable. There are noticeable errors that affect the video, but it is still watchable.</p>