

Category	Exemplary 15-20points	Proficient 10-14 points	Partially Proficient 5-9 points	Incomplete 0-4 points	Score
Concept	Has a clear picture of what they are trying to achieve. Adequate description of what they are trying to do and generally how his/her work will contribute to the final project.	Has a fairly clear picture of what they are trying to achieve. Can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final project.	Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined.	Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met.	
Content Facts & Information	All facts and information presented were accurate & complete.	Most of the facts and information presented were accurate & complete.	Some facts and information presented were accurate & complete.	Few facts and information presented were accurate & complete.	
Communication: Project/Idea Objective	The video clearly explained an idea or project and effectively highlighted its importance and impact.	The video clearly explained an idea or project but did not effectively highlight its importance and impact.	The video did not clearly explain an idea or project and only vaguely highlighted its importance and impact.	The video did not explain an idea or project and did not highlight its importance and impact.	
Originality of idea or project	The team showcased a unique and original thought to tackle the SDGs	The team showcased an new idea/project but implemented it in an existing manner	The team showcased an existing idea/project, implemented in a new manner	The team showcased an existing idea/project and implementation in an existing manner	
Feasibility of idea or Project	The idea or project can be implemented as is, in the immediate future	The idea or project will require some modifications but can be implemented in the near future (in about a year)	The idea or project will require a lot of modifications and will need a few years to come to fruition.	The idea or project is not feasible at all.	
Elements of the SDGs	The project/idea provided solutions for all the SDGs mentioned	The project/idea provided solutions for most of the SDGs mentioned	The project/idea provided solutions for some of the SDGs mentioned	The project/idea provided solutions for none of the SDGs mentioned	
Creativity of Video	The video used a unique and original approach to effectively express its message	The video used traditional methods, but did include some unique elements that	The video used a unique method to express its message, but the method overshadowed the	The entire video was crafted in a very traditional manner and did not include any	

		effectively drew in the viewer.	message leaving the viewer unclear.	creative elements that would draw in the viewer.	
Original Footage	Nearly all of the video footage is derived from the student team's own original work, and any non-student source material was only used to enhance or strengthen the message that the student footage had already made	The vast majority (85- 94%) of the video footage is derived from original student created images; however the video relies a little too heavily on non-student footage to make a point, or to highlight the story.	Only slightly more than half the video footage (50-84%) is derived from the team's own work. Most of the content and the message would not be clear without the use of non-student footage/images.	Less than 50% of the video footage is derived from original student created images. The video primarily uses non--student footage/images to tell the story	
Style & Organization	The video was well conceived and showed good organization of the content.	The video showed good organization of the content.	The video was not well conceived or showed poor organization of the content.	The video was poorly done and showed little or no organization of the content.	
Videography: Techniques & Clarity	Video did not rock/shake and the focus was excellent throughout the entire video	Video only occasionally had slight movement and/or slight focusing problems throughout the entire video.	The video was unstable and/or the focus was poor for part of the video	Video was unsteady and moved, and the focus was very poor throughout the entire video	
Videography: Interest	Many different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video	Some variation in "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Few different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video	Most of the shots were taken from only one camera angle, and the zoom was not well used.	
Audio	The video's sound was sufficiently loud and clear at all times.	The video's sound sometimes faded out and was clear part of the time.	The video's sound was poor and not clear at all times.	The video's sound was insufficient and difficult to make out.	
Titles & Credits	All titles and credits are accurate, legible, and draw the viewer's attention.	Most titles and credits are accurate, legible, and draw the viewer's attention.	Some titles and credits are accurate, legible, and draw the viewer's attention.	Few (less than 75%) titles and credits are accurate, legible, and draw the viewer's attention.	
General Requirements (Length, format)	Video team fully followed instructions regarding length and formatting of the video	Video team partly followed instructions regarding length and formatting of the video.	Video team did not follow some instructions regarding length and formatting of the video.	Video team did not follow most instructions regarding length and formatting of the video	

## Young Innovator Competition

ICSEVEN19

Other key points to keep in mind:

- Link for Video Submission: <https://hbku.wufoo.com/forms/s1ajo5mt1xdqwmn/>
  - Video Submission Deadline: 20 November 2019 – 10pm
  - Please list all sources for any footage not shot by the team
  - Please note that for submission, the maximum size of the video should be 25mb. However, if the team qualifies for the finals, the high quality version of the video should be made available.
  - Ensure the video has a clear, concise creative statement & a well-defined primary audience.
  - Video content and language should be appropriate for all school campus audience and the surrounding community
  - Video production and content should respect the cultures, laws and customs of Qatar
  - Aim to have memorable and engaging use of imagery and sound to communicate your message
  - Try to keep in mind a global audience and ensure that the message will connect with people of all ages, across diverse backgrounds.
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