

Teens Dream 2019 Judging Rubric

Categories	4 Points	3 Points	2 points	1 Point
<p>Clarity of Message Relevance to Earth Optimism and the UN SDGs: Does the video clearly state its relevance to Earth Optimism & any one of the UN's 17 SDGs?</p>	<p>The video Dream message is clearly stated and substantially explains its relevance to ONE or more of the UN Sustainability Development Goals (SDGs) and Earth Optimism.</p>	<p>The video Dream message is generally clearly stated and substantially explains its relevance to ONE or more of the UN Sustainability Development Goals (SDGs) and Earth Optimism.</p>	<p>The video Dream message is somewhat clearly stated, but provides little explanation of the goal or relevance to any of the UN Goals or Earth Optimism.</p>	<p>The video Dream message is not clearly stated and not well explained. The video Dream message relevance to the UN Goals and Earth Optimism is unclear or does not exist.</p>
<p>Dream Realization – Plan of Action for Achieving the Dream: Does the Dreamer's video articulate a clear solution and/or plan of action for achieving the Dream?</p>	<p>The video clearly articulates a solution and/or plan of action for achieving the Dream. The Dreamer's plan of action to achieve the Dream message is easily understood and clearly expressed.</p>	<p>The video articulates a solution and/or plan of action for achieving the Dream. The Dreamer's plan of action for achieving the Dream is generally understood, but not fully expressed.</p>	<p>The video attempts to articulate a solution and/or plan of action for achieving the Dream, but is not easily understood or clear. It does not successfully express the plan for achieving the Dream.</p>	<p>The video does not clearly articulate a solution and/or plan of action for achieving the Dream.</p>
<p>Memorable, Inspirational & Motivational: Is the video memorable and inspirational? Does it inspire and motivate the viewer to take action?</p>	<p>The video makes a strong, engaging, visual impact that leaves the viewer with a good understanding of the Dream topic. The viewer will readily remember the video and will be inspired and motivated to learn more and/or take action.</p>	<p>The video makes a good visual impact with a well-stated Dream message that leaves the viewer with a general understanding of the topic. The viewer will generally remember the video and will be inspired/motivated to learn more and/or take action.</p>	<p>The video has some visual interest with a Dream message that is not clearly stated and leaves the viewer little understanding of the topic. The viewer might remember the video, but has extraneous themes/topics that distract from the central message.</p>	<p>The video has little or no visual interest. The Dream message is unclear and not clearly stated. The video shows no effort to be motivational or inspirational.</p>
<p>Production Quality & Creativity: Does the quality of production enhance, distract from, or interfere with the Dream message, including visual and sound elements? Does the production bring freshness and originality to the presentation of the Dream Message?</p>	<p>The video is well planned with smooth transitions, excellent editing, and visual quality. The sound is balanced and easy to hear. Sound and visual elements compliment and reinforce the video's Dream message. The production presents the Dream message with freshness and originality.</p>	<p>The video is well planned with competent transitions, mediocre visual quality, and subpar editing. The sound and visual elements generally compliment and reinforce the video's Dream message. The production presents the Dream message with some freshness and originality.</p>	<p>The video shows some general planning. Transitions, visual quality, and editing are rudimentary. Some sound and visual elements distract from the video's Dream message, rather than compliment or reinforce the Dream message. The production is ordinary and unoriginal.</p>	<p>The video is not well planned. Transitions, visual quality, editing, and sound is of poor quality. The sound and visual elements interfere with and distract from the video's Dream message.</p>