

WATER & SEWERAGE CORPORATION
Water and The Environment: How Do They Coexist?
2017 National Water Month Video Competition
Scoring Guide

Candidate Number: _____

Criteria	5-6 Points (Excellent)	3-4 Points (Good)	1-2 Points (Fair)	0 Points (Poor)	Score
Clarity of Message	The theme is clearly promoted throughout the video in a compelling manner.	The theme is fairly well promoted throughout the video.	The theme is mentioned in the video.	There is no mention of the theme in the video.	
Accuracy	Contains correct facts that are supported visually.	Contains no more than 1-2 factual errors that are supported visually.	Has some factual errors and only a small amount of accurate factual visuals.	Contains numerous factual errors.	
Interest Level	Grabs and maintains the attention of the viewer and leaves them wanting to learn more. The content is memorable.	Contains some interesting features that maintain the interest of the viewer.	The basic information is presented in a matter of fact manner. The viewer understands the message. There may also be some other elements that divert attention from it.	The video is dull, boring or unclear. Viewers may not remember the message.	
Creativity/ Originality	Has a wow factor. Extremely creative!	Moderately creative	Has little evidence of creativity or original ideas	Has no evidence of creativity or original ideas.	
Production Quality	Audio and visual quality are very clear. Video contains smooth	Audio and visual quality are moderately clear. Transitions are	Audio and visual quality interrupt the message a bit. Transitions are	The message is lost due to poor audio and visual quality. Transitions are	

	transitions	relatively smooth.	acceptable.	poor.	
Criteria	5-6 Points (Excellent)	3-4 Points (Good)	1-2 Points (Fair)	0 Points (Poor)	Score
Language Skills	Speech is clear and free of grammatical errors. Appropriate gestures and facial expressions are used.	Speech is relatively clear with minimal errors in grammar and usage. Appropriate gestures and facial expressions are used.	There are some errors in grammar and usage. Very little supporting gestures and facial expressions are used.	There are serious errors in grammar and usage. Presentation was void of appropriate gestures and facial expressions.	
Multimedia	Excellent use of light, music, images and sound effects to augment presentation.	Good use of light, music, images and sound effects to augment presentation.	There was minimal use of light, images and sound effects to enhance the presentation	There was no use of light, music, images and sound effects to enhance the presentation.	
				Total	

Name of Judge : _____

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Criteria	5 Points	4 Points	3 Points	2 Points	1 Point	Score
Ideas	Ideas are fresh and original, insightful, logical, well developed, elaborated and supported with relevant details.	Ideas are clear and mainly supported with specific and varied details. Ideas are easy to follow.	Ideas are adequate, fairly well sequenced with few irrelevant details. Some support of ideas is provided.	Some ideas are expressed but are vague. Writing contains irrelevant details.	Ideas appear random and not carefully thought out. There is irrelevant information with little or no elaboration.	
Organization	There is an engaging introduction that draws the reader into the piece and a satisfying conclusion. Reasons are linked and uniformly developed in each paragraph. Excellent use of transitions.	Good introductory paragraph that states a position or provides an overview of the piece. Conclusion is evident. Structure of the piece is evident. There are good transitions to link ideas.	The piece contains a recognizable introduction and conclusion along with additional organizational structure that sometimes supports the main points.	There is a lack of structure. The introduction and conclusion are not clearly identifiable. The details are somewhat organized but there is insufficient elaboration.	There is no recognizable introduction or conclusion. The piece is difficult to follow. There is very little elaboration on the main points.	
Word Choice	Careful, precise, advanced vocabulary that enhances or	Vocabulary is generally accurate and appropriate. Word choice	Vocabulary is acceptable . There is minimal attempt at using colourful	The vocabulary is mainly appropriate but limited and simplistic in nature.	Vocabulary is incorrect and unsuitable. Words are distracting and	

	clarifies meaning. There are striking words or phrases that paint vivid images.	effectively conveys good mental imagery.	language.		non-specific.	
Criteria	5 Points	4 Points	3 Points	2 Points	1 Point	Score
Voice	There is a strong sense of the writer in the piece as ideas are connected to personal and everyday experiences. A strong connection is established between the writer and the reader.	There is a sense of the writer in the piece as ideas are connected to personal and everyday experiences. There is some level of engagement throughout.	Although there is some attempt to connect with the audience, consistent engagement of the writer with the topic is lacking.	There is little or no sense of the writer. Ideas are presented in a mechanical way.	The writer does not connect with the audience. There is no sense of the writer in the piece.	
Sentence Fluency	Well constructed and varied sentences that flow seamlessly into each other with their own natural rhythm.	Well written sentences with variation in the beginning of some of the sentences. Some of the sentences connect with each other.	Sentences are understood. They are about the same length. There is little variation in the beginnings of sentences. There is some difficulty with connecting sentences.	Sentences are of uniformed length with some awkwardness in construction that interrupts the flow and the message.	Sentences are choppy with no sense of flow. The lack of coordination interrupts the message of the piece.	
Mechanics & Grammar	Demonstrates control and an excellent grasp of the English Language with little or no errors in spelling and usage. Uses advanced techniques in punctuation.	Mainly has good control of the English Language. There are few errors in spelling, punctuation, capitalization, subject and verb agreement and tense shifts. Takes	There are some errors with regard to spelling, punctuation, capitalization, subject and verb agreement and tense shifts. There is no evidence of risk taking with	There are many errors with regard to spelling, punctuation, capitalization, subject and verb agreement and tense shifts.	There are frequent and serious errors with regard to spelling, punctuation, capitalization, subject and verb agreement and tense shifts, to the extent that they	

		little risks with regard to punctuation.	regards to punctuation.		interfere with communication.	
					Total	

Name of Judge : _____

References: *6 + 1 Traits of Writing* Condensed Rubric and Grade Level Assessment Mark Scheme

References: TeachersFirst.com and QEP Video Contest Judging Rubr