

**WATER & SEWERAGE CORPORATION**  
**Water for Survival, Value Every Drop**  
**2016 National Water Month Video Competition**  
**Scoring Guide**

**Candidate Number:** \_\_\_\_\_

<b>Criteria</b>	<b>5-6 Points (Excellent)</b>	<b>3-4 Points (Good)</b>	<b>1-2 Points (Fair)</b>	<b>0 Points (Poor)</b>	<b>Score</b>
<b>Clarity of Message</b>	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.	
<b>Accuracy</b>	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.	
<b>Interest Level</b>	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.	
<b>Creativity/Originality</b>	Has a wow factor. Extremely creative!	Moderately creative	Has little evidence of creativity or original ideas	Has no evidence of creativity or original ideas.	
<b>Production Quality</b>	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.	
<b>Criteria</b>	<b>5-6 Points (Excellent)</b>	<b>3-4 Points (Good)</b>	<b>1-2 Points (Fair)</b>	<b>0 Points (Poor)</b>	<b>Score</b>
<b>Language Skills</b>	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.	
<b>Multimedia</b>	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.	
				<b>Total</b>	

Name of Judge : \_\_\_\_\_