



SD Biotech Breakthrough Student Video Competition

RUBRIC

PHASE ONE: Does the video follow all the guidelines required?

1. Does the video stick to the time regulations (60s-180s)?
2. Are any copyrighted materials used in the video? If so, was appropriate documentation provided to approve of its use?
3. Is any portion of the video inappropriate?
4. Did the student(s) complete all forms that were necessary and upload video via YouTube link?

*If videos do not meet the guidelines criteria, they will not be scored in Phase Two.

PHASE TWO:

Highlights Regional Biotech Industry (30%):

- *How well does the video and essay highlight biotechnology and its importance? (20%)*
 - o Video creatively presents the meaning of biotechnology and gives strong reasons why biotechnology is important to the community.
- *At least one SD Bio member is highlighted (10%) or at least one non-member regional Biotech organization or industry highlighted (5%)*

Video Quality & Creativity (35%)

- *The video draws in and keeps the attention of the viewer(s)? (10%)*
 - o Video gives viewer a strong understanding of biotechnology, its importance and the viewer feels like they will remember the video for a while.
- *Video is original and innovative? (10%)*
 - o Video is original, creative and unique.
- *Production of video (5%)*
 - o Video is well planned with smooth transitions and edits. Sound and visuals are also very good.
- *Ability to communicate science to a diverse population (10%)*
 - o Language used is not too 'techy' and ideas were communicated very clearly for a community audience. (Full points).
 - o Language used was extremely confusing and/or the viewer was unable to determine the purpose of the video. (No points)

Video Essays (5%)

- *Essays clearly articulate the project and experience in an engaging and authentic way. (5%)*

Engagement of Community (30%):

- *A social media/public vote will occur in April that will contribute 30% of the final score.*