



Video Submission Grading Rubric

Final Grade: _____/20

Area of Assessment	4 Points	3 Points	2 Points	1 Point
Content				
The video directly addresses the prompt, tells a story from the first-person point of view, and showcases a deep understanding of The Be Kind Pledge™.	The video demonstrates outstanding alignment with the prompt and The Be Kind Pledge. The story is authentic, engaging, and deeply connected to The Be Kind Pledge.	The video shows strong alignment with the prompt and The Be Kind Pledge. The story is clear and meaningful but could be more engaging or detailed.	The video demonstrates partial alignment with the prompt and The Be Kind Pledge. The story lacks depth or a strong connection.	The video shows poor alignment or a missing connection to The Be Kind Pledge. The story is unclear or absent.
Originality and Creativity				
The submission demonstrates originality, creativity, and a unique perspective. The submission might make use of visuals/artistic elements. (e.g. dressing up, video editing, props, backgrounds, colors, skits, etc.)	The video is highly original and engaging, standing out significantly because of its unique perspective. It utilizes the visual or artistic elements of a video in an innovative and creative way.	The submission shows strong originality and creativity. The ideas are creative and engaging, with good use of visuals or artistic elements, though they could be more polished or impactful.	The submission demonstrates some originality and creativity. The ideas are somewhat engaging, but the use of visuals or artistic elements is limited or inconsistent.	The submission lacks originality and creativity. The ideas are common, predictable, or copied, and there is little to no use of visuals or artistic elements to enhance the presentation.
Clarity and Organization				
Ideas are presented clearly, logically, and in a well-structured manner that enhances the story and message.	The video demonstrates a clear and logical flow with excellent transitions.	The video is mostly clear, with minor issues in flow or structure.	The video is somewhat disorganized or unclear.	The video lacks clarity or organization.
Delivery and Engagement				
The speaker's delivery is confident, engaging, conveys enthusiasm, and is easy to follow. The submission evokes strong emotional or intellectual engagement.	The delivery is highly engaging with exceptional presentation. The video is memorable and moving.	The delivery is good, with moments of strong engagement. The video has a good impact and includes some memorable elements.	The delivery is average and somewhat difficult to follow. The video has moderate impact with limited engagement.	The delivery is poor, unengaging, and difficult to follow. The video has minimal or no impact.
Adherence to Guidelines				
The video adheres to the 90-second time limit, keeps the student's name and information out of the video, and is presented in a watchable format (YouTube link, .MOV file, etc).	The submission fully adheres to requirements	There are minor issues with requirements. There are minor issues with requirements. The submission is missing ONE of the following: 90-second time limit; keeps student's name and information private; presented in a watchable format (YouTube link, .MOV file, etc)	There are significant issues with requirements. The submission is missing TWO of the following: 90-second time limit; keeps student's name and information private; presented in a watchable format (YouTube link, .MOV file, etc)	There are major issues or non-compliance.