

Teens Dream Judging Rubric

Categories	4 Points	3 Points	2 points	1 Point
<p>Clarity of Dream Message & Relevance to the UN Sustainable Development Goals: Does the video clearly state the dream message and its relevance to any one of the UN’s 17 Sustainable Development Goals (SDGs)?</p>	<p>The video <u>clearly stated</u> and <u>substantially explains its relevance</u> to ONE or more of the UN Sustainability Development Goals (SDGs).</p>	<p>The video Dream message <u>is generally clearly stated</u> and <u>substantially explains its relevance</u> to ONE or more of the UN Sustainability Development Goals (SDGs).</p>	<p>The video Dream message <u>is somewhat clearly stated</u>, but provides little explanation of the goal or <u>relevance</u> to any of the UN Goals.</p>	<p>The video Dream message <u>is not clearly stated</u> and not well explained. The video Dream message relevance to the UN Goals is <u>unclear or does not exist</u>.</p>
<p>Dream Realization – Plan of Action for Achieving the Dream: Does the Dreamer’s video <u>articulate a clear plan of action</u> for achieving the Dream?</p>	<p>The video <u>clearly articulates a plan of action</u> 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 <u>articulates a plan of action</u> 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 <u>attempts to articulate a plan of action</u> 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 <u>does not clearly articulate</u> a 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 <u>strong, engaging, visual impact</u> 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 <u>makes a good visual impact</u> 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 <u>inspired/motivated</u> to learn more and/or take action.</p>	<p>The video has <u>some visual interest</u> with a Dream message that is not clearly stated and leaves the viewer little understanding of the topic. The viewer <u>might remember the video</u>, but has extraneous themes/topics that distract from the central message.</p>	<p>The video has <u>little or no visual interest</u>. The Dream message is unclear and not clearly stated. The video shows <u>no effort to be motivational or inspirational</u>.</p>
<p>Production Quality & Creativity: Does the quality of production <u>enhance, distract from, or interfere with</u> 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 <u>compliment and reinforce</u> the video’s Dream message. The production presents the Dream message with <u>freshness and originality</u>.</p>	<p>The video is well planned with competent transitions, mediocre visual quality, and subpar editing. The sound and visual elements <u>generally compliment and reinforce</u> the video’s Dream message. The production presents the Dream message with some <u>freshness and originality</u>.</p>	<p>The video shows some general planning. Transitions, visual quality, and editing are rudimentary. Some sound and visual elements <u>distract from</u> 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 <u>distract from the video’s Dream message</u>.</p>