SCORING RUBRIC ***PONO CAMPAIGN***

VIDEO SUBMISSIONS

Points & Areas	9-10	7-8	4-6	1-3
Content	• Information is effectively focused and engaging. • Words and images complement to create a vivid, clear message.	• Information is cohesive and interesting. • Words and images provide a clear message.	• Information is clear. • Words and images are usually clear, with a few sections less understood.	• Information is vague and incomplete. • Words and images are unclear & difficult to understand.
Creativity and Message Impact	• Creative, original, and unique methods capture and hold attention. • Message inspires positive action with great ideas.	• Some original thought and creativity attracts attention and draws you to watch. • Message provides ideas to consider and discuss.	• Some creativity draws attention some of the time. • Message makes you think a little.	• Little creativity is used so attention is minimal. • Message does not provide ideas to consider.
Technical Elements	• Edits support purpose; effects enhance content. • Highly effective lighting illuminates scenes. • Sound is excellently balanced and easy to hear. • High quality camera work is evident	• Smooth editing is evident with some good effects. • Proper lighting is used. • Sound is well balanced and audible. • Proper camera use is evident	• Editing is adequate. • Adequate lighting is used. • Sound is reasonably balanced; most is clear. • Adequate camera use is evident.	• Inconsistent & abrupt editing is distracting. • Poor lighting is used. • Poor audio makes it hard to hear. • Poor camera use is evident.

Effectively = well **Cohesive = organized, interconnected** **Vague = unclear** **Abrupt = sudden**

SCORING RUBRIC
PONO CAMPAIGN
POWERPOINT SLIDESHOW SUBMISSIONS

Points & Areas	9-10	7-8	4-6	1-3
Content	• Information is effectively focused and highly engaging. • Slide compositions (words and images) complement to create a vivid, clear message.	• Information is cohesive and interesting. • Slide compositions (words and images) work together to provide a clear message.	• Information is clear and of some interest. • Slide compositions (words and images) are usually clear, with a few areas hard to understand.	• Information is vague and incomplete. • Slide compositions (words and images) are unclear & difficult to understand.
Creativity and Message Impact	• Creative, original, and unique methods capture and hold attention. • Memorable music enhances the message. • Message inspires positive action with great ideas.	• Some original thought and creativity attracts attention. • Music matches the message. • Message provides ideas to consider and discuss.	• Some creativity draws attention sporadically. • Music is added. • Message makes you think a little.	• Little creativity is used so attention is minimal. • Music is limited or distracting. • Message has few ideas to consider.
Technical Elements	• Special effects enhance the content and appeal. • Slide transitions are notable, smooth, and well placed to support the message.	• Some good special effects are evident. • Slide transitions are smooth and support the message.	• Minimal special effects are used. • Slide transitions usually work.	• No special effects are used. • Slide transitions are minimal or distracting.

Effectively = well **Cohesive = organized, interconnected** **Vague = unclear** **Enhance = improve**