

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete	Score
Content and Creativity	Content is comprehensive, insightful and reflects the topic. Focus around a specific topic. Topic is supported by personal experience or related research. Specific viewpoints are argued with facts or good quality information, Points 20	Content is somewhat comprehensive. Topic isn't quite clear. Topic is somewhat supported by personal experience or research, Points 15	Content is lacking comprehension. Topic isn't clear. Topic isn't supported by personal experience or research, Points 10	Content is missing comprehension. Topic isn't clear. Topic has no support Points 0	/20
Presentation	Video is done in a manner that is appealing to watch and appropriate for the intended audience. Points 20	Video is done in a manner that is somewhat appealing to watch and appropriate for the intended audience. Points 15	Video is hard to follow. The intended audience isn't clear who the video is for. Points 5	The video is missing a presentation that is appealing. It is not clear for who this video is intended for. Points 0	/20
Audio Quality	Audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance. Points 20	The audio is clear and assists in communicating the main idea. Background audio is unbalanced. Points 15	The audio is inconsistent in clarity (too loud/too soft/garbled) and background audio is unbalanced or overpowers main audio Points 10	The audio is not edited or inconsistent Points 0	/20
Thumbnail for Video Attached	Video has a compelling and eye-catching thumbnail that explains what's to come. Points 15	Video has some-what of a compelling and eye-catching thumbnail that explains what's to come. Points 10	Video does not have an eye-catching thumbnail that explains what is to come. Points 5	No thumbnail attached Points 0	/15
B-roll	B-roll is used to supplementally tell the story and is inserted as a cutaway scene Points 25	B-roll is used as a cutaway but doesn't help tell the story Points 15	B-roll is used incorrectly Points 5	No b-roll in the video Points 0	/25

/100

-Compelling content is key. We recommend tips, techniques, in the kitchen and stories

- Include a compelling title and attention grabbing opening scene
- Be very specific if providing a tips or how to's
- Use b-roll to break up the sections of your video

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