

Alaska Teacher Placement Advertisement Contest Rubric

Rubric for all categories, for both contestants and Judges.

Judges decisions are final.

VIDEO (TELEVISION)

Points Available	10-9 Accomplished	8-6 Commendable	5-3 Developing	2-1 Needs Improvement
Clarity	Throughout the running time, the video is entirely clear, specific, and compelling in its expert-level storytelling and message delivery.	The video is mostly clear and specific in conveying its message. Additional or clearer information in the video would increase the understanding and impact for the viewer.	The video makes an attempt to deliver a message related to the assigned task but is inconsistent in its storytelling or message delivery. There may be points that are confusing or do not support understanding or impact for the viewer.	The video is confusing or unclear in message delivery.
Creativity	The video conveys message in creative, inventive ways that expertly maximize the engagement and impact for the audience.	The video employs creative ideas to convey its message, though the stylistic or thematic choices do not entirely maximize impact for the audience.	The video would benefit from more inventive or distinctive stylistic choices. Clichés may be present.	The video needs significant improvement in order to engage the audience or deliver meaningful impact related to intended message.
Professionalism	The video production value (picture & sound editing, shot composition, titles, image quality) reflects professional-caliber work. There are no grammatical/mechanical errors.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects commendable student-caliber work. There are 1-2 grammatical/mechanical errors.	The video production value (picture & sound editing, shot composition, titles, image quality) reflects a developing effort in filmmaking technology and style. There are 3-4 grammatical/mechanical errors.	The limited video production value (picture & sound editing, shot composition, titles, image quality) consistently distracts from the intended impact of the project. There are more than 4 grammatical/mechanical errors.

AUDIO (RADIO)

Points Available	10-9 Accomplished	8-6 Commendable	5-3 Developing	2-1 Needs Improvement
Clarity	Throughout the running time, the radio advertisement is entirely clear, specific, and compelling in its expert-level storytelling and message delivery.	The radio advertisement is mostly clear and specific in conveying its message. Additional or clearer information in the ad would increase the understanding and impact for the listener.	The radio advertisement makes an attempt to deliver a message related to the assigned task but is inconsistent in its storytelling or message delivery. There may be points that are confusing or do not support understanding or impact for the listener.	The radio advertisement is confusing or unclear in message delivery.
Creativity	The radio advertisement conveys its message in creative, inventive ways that expertly maximize the engagement and impact for the audience.	The radio advertisement employs creative ideas to convey its message, though the stylistic or thematic choices do not entirely maximize impact for the audience.	The radio advertisement would benefit from more inventive or distinctive stylistic choices. Clichés may be present.	The radio advertisement needs significant improvement in order to engage the audience or deliver meaningful impact related to intended message.
Professionalism	The radio advertisement (sound quality and editing) reflects professional-caliber work. There are no grammatical errors.	The radio advertisement (sound quality and editing) reflects commendable student-caliber work. There are 1-2 grammatical errors.	The radio advertisement (sound quality and editing) reflects a developing effort in radio technology and style. There are 3-4 grammatical errors.	The limited advertisement value consistently distracts from the intended impact of the project. There are more than 4 grammatical errors.

PRINT (MAGAZINE)

Points Available	10-9 Accomplished	8-6 Commendable	5-3 Developing	2-1 Needs Improvement
Clarity	The advertisement is entirely clear, specific, and compelling in its expert-level storytelling and message delivery.	The advertisement is mostly clear and specific in conveying its message. Additional or clearer information in the ad would increase the understanding and impact for the audience.	The advertisement makes an attempt to deliver a message related to the assigned task but is inconsistent in its storytelling or message delivery. There may be areas in the ad that are confusing or do not support understanding or impact for the audience.	The advertisement is confusing or unclear in message delivery.
Creativity	The advertisement conveys its message in creative, inventive ways that expertly maximize the engagement and impact for the audience.	The advertisement employs creative ideas to convey its message, though the stylistic or thematic choices do not entirely maximize impact for the audience	The advertisement would benefit from more inventive or distinctive stylistic choices. Images that reflect disingenuous preconceptions of Alaska may be present.	The advertisement needs significant improvement in order to engage the audience or deliver meaningful impact related to intended message.
Professionalism	The print advertisement (design, layout, composition) reflects professional-caliber work. There are no grammatical/mechanical errors.	The print advertisement (design, layout, composition) reflects commendable student-caliber work. There are 1-2 grammatical/mechanical errors.	The print advertisement (design, layout, composition) reflects a developing effort in print design and style. There are 3-4 grammatical/mechanical errors.	The limited advertisement value consistently distracts from the intended impact of the project. There are more than 4 grammatical/mechanical errors.