

Video Scoring Rubric

OVERALL CONCEPT	QUALITY OF VIDEO PRODUCTION	MESSAGING
<ul style="list-style-type: none"> • Is the video likely to make people want to adopt? • Is there an engaging storyline? • Does the video have a compelling theme? • Is the tone of the video appropriate? • Is the setting fitting? • Does the video show a high level of creativity and originality? 	<ul style="list-style-type: none"> • Does the video have high production value? • How is the quality of the footage (it should not be shaky, blurry, or challenging to watch) • Is the lighting good – not too dark/bright? • How is the audio quality? 	<ul style="list-style-type: none"> • Is the overall message clearly articulated in the video? • Is the messaging focused on adoption / finding homes for horses? • Is the video’s messaging aligned with the ASPCA’s mission and contest goals?
0 – 5 Points	0 – 5 Points	0 – 5 Points

Total Points Available 15