**PITCH VIDEO RUBRIC**

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| Pitch Video Criteria | Criteria Scoring Levels |
| **1. Pitch Story board\*\*** | No | Attempt | Partial | Good | Excellent |
|  | Addresses all video criteria. (See 2 below) |  |  |  |  |  |
|  | Video presentation structure is detailed and each scene is well planned. |  |  |  |  |  |
|  | Narration texts, photographs, graphics and transitions are included in storyboard. |  |  |  |  |  |
|  | Team roles in video are assigned ex. Narrator, film editor, filming roles, etc |  |  |  |  |  |
| **2. Pitch Video Criteria** |  |  |  |  |  |
|  | Video is 2-3 minutes long. |  |  |  |  |  |
|  | Video is submitted as Youtube link. |  |  |  |  |  |
|  | Problem or need identified by project is clearly explained in the video. |  |  |  |  |  |
|  | Unique aspect of project is addressed. |  |  |  |  |  |
|  | The innovative solution to this problem is clearly outlined. |  |  |  |  |  |
|  | Critical features of project are described. Drawings, photographs or video footage will clarify. |  |  |  |  |  |
|  | Data collected either during testing or research is shown.(tables, graphs, photos, etc) |  |  |  |  |  |
|  | Marketability of product is clarified. |  |  |  |  |  |
|  | Evidence of utilization of available resources (expert input, pitch day at Ga Tech, etc) |  |  |  |  |  |
| **3. Utilization of Rhetorical Strategies** |  |  |  |  |  |
|  | Video incorporates ethos – persuades by using evidence. |  |  |  |  |  |
|  | Video incorporates pathos – persuades by creating an emotional response. |  |  |  |  |  |
|  | Video incorporates logos – persuades audience with reason and logic. |  |  |  |  |  |
| **4. Creativity** |  |  |  |  |  |
|  | Video was visually appealing – colorful, visible and creatively scripted. |  |  |  |  |  |
|  | Video had titles, transitions and voice-over/music that contributed to its effectiveness. |  |  |  |  |  |
|  | Film quality was good – attention paid to camera angles, backgrounds and lighting. |  |  |  |  |  |
| **5. Teamwork** |  |  |  |  |  |
|  | Group members were always on task during class time spent creating the video. |  |  |  |  |  |
|  | All team members contributed equally to video planning, and production (Peer review) |  |  |  |  |  |

***\*\*What is a story board?***

**A storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks including: text, color, placement, background, graphics, etc. Proposed dialogue/ narration text are included.**