Recycling for Sustainability - Making a Difference to Our Climate

Video & Poster Contest Rubric & Help Guide

Why Use This Rubric?

A rubric is helpful in that it provides details about what a successful project should look like. The information builds on the guidelines provided but offers further insights into what really makes a winning design. This is what the judges will be looking for. Use the rubric to help you as you create your project. As you go along, check back many times to monitor your progress!

Who Should Use This Rubric?

This rubric can be used by anyone who is entering the 2021-22 Recycling Contest or anyone assisting individuals who are entering the contest. Here are examples of who might use this:

- By students who are choosing to enter the competition and can use the rubric directly.
- By family members or guardians who may be helping to guide younger students who are entering the competition.
- By educators who may be implementing this project in-class with students as a PBL or might present the opportunity to students to do on their own.

Rubric on the next page!

Recycling for Sustainability - Making a Difference to Our Climate Rubric

Presentation Element	Amazing! Ready for PrimeTime!	Getting There!	Needs Work!
Content	Project highlights how recycling helps to minimize the impact of climate change by reducing carbon emissions and saving energy through the example of a specific **commodity*** (material). Project explains why combatting the effects of climate change is important to your community and defines your community (where it is located / who it includes). Project explains what people in your community should do in order to recycle the material properly and how this is **sustainable.**	Project attempts to highlight how recycling helps to minimize the impact of climate change by reducing carbon emissions and saving energy through the example of a specific **commodity*** (material) but some details may be missing or confusing - or more than one commodity (material) is used. Project explains why combatting the effects of climate change is important to your community and defines your community (where it is located / who it includes). Project explains what people in your community should do in order to recycle the material properly and how this is **sustainable.**	Project does not highlight how recycling helps to minimize the impact of climate change by reducing carbon emissions and saving energy through the example of a specific **commodity*** (material). Project does not explain why combatting the effects of climate change is important to your community and does not define your community (where it is located / who it includes). Project does not explain what people in your community should do in order to recycle the material properly and/or how this is **sustainable.**
Messaging	There is a main message in the form of a phrase, saying or slogan. The phrase, saying or slogan clearly connects to the ideas put forth in the project. Images support the message of the PSA.	There is a main message in the form of a phrase, saying or slogan. The phrase, saying or slogan mostly connects to the ideas put forth in the project or it may not be 100% clear as to how it connects. Images mostly support the message of the PSA.	There is not a main message in the form of a phrase, saying or slogan or . . . the phrase, saying or slogan does not relate to or match the ideas put forth in the project. Images do not support the message of the PSA.
Explanation of Actionable Steps	Presentation offers specific ideas and/or steps as to how individuals can change their attitudes or behaviors to help reduce carbon emissions in their community through recycling. The steps are realistic and doable.	Presentation offers ideas and/or steps as to how individuals can change their attitudes or behaviors to help reduce carbon emissions in their community through recycling, but may not always be very specific. The steps are mostly realistic and doable.	Presentation either: does not offer specific ideas and/or steps as to how individuals can change their attitudes or behaviors to help reduce carbon emissions in their community through recycling or . . . if ideas are offered, they are not reasonable, realistic, or doable.
Formatting - For Poster submissions	All text is neat and legible. For a 2'x3' poster, a person could view the text from 5-8' away. Poster is 2-D. Graphics are clear and original artwork. There is twice as much visual imagery than text. All images and text are spaced out and pleasing to the eye. Final image of submission is of high resolution (at least 1200px per side).	Much of the text is neat and legible. For a 2'x3' poster, a person could view most of the text from 5-8' away. There might be a few exceptions. The poster is 2-D. Graphics are original artwork. Most graphics are clear. There is close to twice as much visual imagery than text. Most of the images and text are spaced out and pleasing to the eye. Final image of submission is of high resolution (at least 1200px per side).	Very little to none of the text is neat and legible. For a 2'x3' poster, a person would not be able to view the text from 5-8' away. Poster may have had 3-D elements that made the digital version appear distorted when photographed. Graphics are original artwork but are blurry and/or poor resolution. There is twice as much text than visual imagery. Images and text are crowded together without adequate spacing, and are not pleasing to the eye. Final image of submission is low resolution (under 1200px per side).
Formatting -	Video is approximately 2 minutes in length (within a 15 second margin of error). Video is	Video is approximately 2 minutes in length (within a 15 second margin of error). Most of	Video is not approximately 2 minutes in length (margin of error exceeds 15 seconds). Video is

For video submissions	high resolution and camera work is steady (no shaking). Audio is clear and understandable. Video submitted as a downloadable file (.mp4; .wmv; or .mov/qt).	the video is high resolution and most of the camera work is steady (little or some shaking may be present). Audio is usually clear and understandable. Video submitted as a downloadable file (.mp4; .wmv; or .mov/qt.)	low resolution and most of the camera work is shakey or bouncing. Audio is fuzzy and difficult to understand. Video is not submitted as a downloadable file (.mp4; .wmv; or .mov/qt.
Spelling & Grammar	No spelling or grammatical errors.	Possible presence of a minor spelling or grammatical error.	Several spelling or grammatical errors.