|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria**[[1]](#footnote--1) | **5–4**  **Exemplary–Very good.** | **3–2**  **Good– Satisfactory** | **1–0**  **Unacceptable** | **Comments** | **Score** | **Weight** | **Total** |
| **Organization** | Has a clear opening statement. Maintains focus throughout; summarizes main points. Clear beginning, middle, and end. | Has opening statement relevant to topic; basically outlines video; is mostly organized. | Has no opening statement. Gives no focus for presentation. |  |  | x 2 |  |
| **Content-Audience** | Appropriately targets general audience through using common language and analogies. | May not define all chemical terms or acronyms. Too much jargon. | Presentation is not appropriate for a general audience. |  |  | x 2 |  |
| **Content- Chemistry** | Demonstrates substance and depth. Shows mastery of material (material conveyed is accurate!), able to communicate chemistry in accessible ways. | Covers topic but does not use chemical principles to communicate chemistry of topic. Or uses chemical principles, but not in an accurate manner. | Does not give adequate coverage of topic. |  |  | x 5 |  |
| **Citing references properly: 3 primary references and copyright law.** | Has incorporated 3 primary references into presentation. All images and music used comply with copyright law | Primary references are included, but not included in primary message. Compliant with copyright law. | Less than 3 primary references are included. Copyright law is violated. |  |  | x 2 |  |
| **5 images** | 5 or more images are created and incorporated that clearly help visualize chemistry behind topic. Images are neat and high quality. | At least 5 images were created and used to explain chemistry in topic, but connection between content and images is not clear. | Less than 5 images were created and incorporated into video. |  |  | x 1 |  |
| **Creativity and polish-Delivery** | Presentation is articulate, natural, and enthusiastic. Video has appropriate pace. | Has an appropriate pace and is easily understood but may not be enthusiastic/interesting. | Presentation is difficult to understand, unenthusiastic, and boring. |  |  | x 2 |  |
| **Creativity and polish- Use of media** | The images and music used enhance presentation. Video presentation flows nicely. | Images and music do not enhance. Video does not flow and is distracting. | Images and music distract from video, video is choppy and distracting. |  |  | x 2 |  |
| **Script** | Script is clear and organized. References are cited in a consistent manner (e.g., all ACS). | Script is unclear; references are not cited in a consistent manner. | No script is submitted |  |  | x 2 |  |

**Total\_\_\_\_\_\_\_\_\_\_/90\***

**\*10 points will be awarded for peer evaluation for a total of 100 points.**

1. [↑](#footnote-ref--1)