2024-2025 *You Be The Chemist* Challenge® Video Rubric

DISCLAIMER Videos failing to adhere to the following criteria will not receive a score: have a duration of 5-7 minutes without being sped up or slowed down, include opening and closing titles, and feature a minimum of three careers (one of which **MUST** be from nondegree position).

CRITERION	Exemplary	Proficient	Partially Proficient	Incomplete
Explanation of Problem 25% weight	**3 points** • All content is accurate and demonstrates a thorough knowledge of earth science concepts and problem • Thorough explanation of problem and its impact • Thorough elaboration of earth science concepts that includes supporting details and how they relate to problem	**2 points** • All content is accurate and demonstrates a general knowledge of earth science concepts and problem • General explanation of problem and impact • Some elaboration of earth science concepts with supporting details in connection to problem	**1 point** • Most content is accurate, but limited in scope: • Problem or impact not clearly explained • Limited explanation of earth science concepts connected to problem • Details and information given are unrelated to earth science concepts but problem identified	**0 points** Multiple errors in scientific content Problem is not identified, or explanation of impact is missing or difficult to follow -OR- Earth science concepts are missing or not connected to the problem
Explanation of Solution 35% weight	**3 points** • All content is accurate and demonstrates a thorough knowledge of earth science concepts and solution • Thorough explanation of innovative solution and how it addresses the problem • Detailed elaboration of how earth science concepts, chemistry fundamentals, and solution are connected • In-depth description of how the company is addressing sustainability within their solution • Thoroughly connects at least 1 United Nations' SDGs to their solution • Elaborate, detailed, and clear visual of solution provided • Thorough explanation of strengths and obstacles in implementing or creating the solution • Clear, reasonable, and thorough explanation of the connection between one or more of the identified career roles and the solution, including the educational requirements for each career role	**2 points** • All content is accurate and demonstrates a general knowledge of earth science concepts and solution • General explanation of solution and how it addresses the problem • General elaboration of how earth science concepts and solution connect to chemistry • General discussion of how the company is addressing sustainability within their solution • General connection of United Nations' SDGs to their solution with limited detail • Clear visual of solution provided, but limited • General explanation of strengths and obstacles in implementing or creating the solution that lacks some detail • General discussion of one or more of the identified career roles, including their educational requirements, but the connection to the solution may be unclear and lacking detail	**1 point** • Most content is accurate but demonstrates limited knowledge of earth science concepts and solution • Limited explanation of solution and how it addresses the problem • Minimal or no elaboration of how earth science concepts and solution connect to chemistry • Limited discussion of how the company is addressing sustainability within their solution that lacks critical details • Discusses United Nations' SDGs but not how it relates to their solution • Visual of solution provided, but unclear and with limited detail • Strengths and obstacles in implementing or creating the solution are significantly lacking details • Limited and unclear discussion of one or more of the identified career roles and their educational requirements, and the connection to the solution	**0 points** No solution is provided, or solution already exists -OR- Earth science concepts are missing or not connected to the solution or fundamental chemistry principles -OR- Sustainability is not discussed -OR- United Nations' SDGs are not included -OR- No visual is provided -OR- Strengths and obstacles are missing -OR- Career or job roles, including their educational requirements, not mentioned in connection to the solution
Explanation of Start-Up Company 25% weight	**3 points** • Clear mission that is aligned to role in industry and problem • Clear and thorough explanation of role in chosen industry • At least three different careers provided are involved in addressing the problem and clearly represent workers from non-degreed and degreed positions	**2 points** • Mission given but may not be aligned to role in industry • Role in chosen industry stated, but details lacking • Three different careers provided that represent workers from non-degreed and degreed positions, but each career may not be involved in addressing the problem	**1 point** • Mission is unclear • Role in chosen industry may be confusing due to significantly lacking or inaccurate details • Careers given are not connected to the problem	**0 points** Mission not provided -OR- Role in chosen industry not provided -OR- Careers not provided -OR- Careers do not represent workers from non-degreed positions - DNQ
Quality and Collaboration 10% weight	**3 points** • ALL material is original or free to use according to copyright rules/regulations • Audio is clearly audible and there is little to no background noise • Team members are visibly interacting • ALL members have a significant role in video	**2 points** • ALL material is original or free to use according to copyright rules/regulations • There may be some background noise, but it does not affect the ability to understand audio • Team members are occasionally interacting throughout the video • Most of the team members have a role in video	**1 point** • Almost all material is original or free to use according to copyright rules/regulations • Background noise may sometimes interfere with ability to understand audio • No team members are visible throughout the video • Limited number of team members have a role in video	**0 points** Video content does not follow copyright rules/regulations -OR- Video is very sloppy/may be difficult to hear at all/background noise may consistently interfere with ability to understand audio -OR- video dominated by one individual
Clarity and Organization 5% weight	**3 points** • Video flows together into a single whole • Video is between 5 and 7 minutes • Video has opening and closing titles that are ≤10 seconds each • Opening titles include video title/company name, this year's Challenge theme, school name and team ID • Closing titles include school & address, student names (first name and last initial) and student contribution • Video is easy to follow and includes multiple visual elements (ie acting, dancing, video clips, drawings, etc.) • There is no irrelevant content • Storyboard is complete and includes citations in APA format	**2 points** • Some attempt made to connect video components so that it flows • Video is between 5 and 7 minutes • Video has opening and closing titles that may be longer than 10 seconds, but include required components • Video is at least sometimes easy to follow and includes at least one visual element (ie acting, dancing, video clips, drawings, etc.) • Storyboard is complete and includes citations in APA format	**1 point** • Video components may not flow • Video is between 5 and 7 minutes • Video has either opening or closing titles that may be missing information • Video is difficult to follow and may only include text without visual elements • There may be some irrelevant content. • Incomplete storyboard and citations may be incorrectly formatted	**0 points** Video does not fall within 5-7 minute time requirements or may be at an increased speed - DNQ -OR- Videos may not include opening and closing titles - DNQ -OR- Content may be irrelevant and distract from focus