

SEVA Creative Expression Rubric

100 Points Possible

This category includes productions that may contain fictional content, humor, animation, book trailers, music videos or any program that has an educational message and does not fit into the other four categories.

YouTube playlist of examples: <https://secctv.org/creative>

Educational Content	10	8	6	4	2
An exceptional Creative Expression contains ALL of the following: (A) There is a clear educational message or topic. (B) Unique approaches / directions / ideas / perspectives were used to good effect. (C) All media elements including b-roll, voiceover, soundbites and graphics have been combined to support the message. (D) The work provokes a lively audience response.	Exceptional educational content. The video contains all 4 of the elements.	Strong educational content. The video contains 3 of the elements.	Average educational content. The video contains 2 of the elements.	Weak educational content. The video contains 1 of the elements.	The video contains none of the elements.
Spelling/Grammar	10	8	6	4	2
Video title and description should be thoughtful and accurate. Are there any typos? Are complete sentences used?	No spelling, grammar, or punctuation errors. Video description is very detailed.	A few spelling, grammar, and punctuation errors. Video description is somewhat detailed.	A few spelling, grammar, and punctuation errors. Video description is minimal.	Many spelling, grammar, and punctuation errors. Video description is minimal.	Many spelling, grammar, and punctuation errors. Video description is too vague.
Story Structure	10	8	6	4	2
Does the video have a beginning, middle, and end?	The video is well developed with an engaging hook, dynamic climax, and strong ending.	The video is well developed with a rising climax and clear resolution.	The video has a clear beginning, middle and end.	The video is missing an intro or ends abruptly.	There is no intro and no ending.

Shot Quality	10	8	6	4	2
Are the shots well composed with good framing (rule of thirds, proper headroom, leading looks, tripod used when needed). Easy to see the action of the video with a good exposure/lighting? *AI/Stock Footage: Up to half the video may include AI/stock footage. If more than 50% is AI/stock footage, the entry will not be able to earn any of these points. Entries that are 100% AI generated will be disqualified.	All shots were filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. All scenes have sufficient lighting for viewer to easily see action. Lighting or framing is used creatively for dramatic effect.	Most shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Most scenes have been lit or have proper lighting levels.	Some shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Some scenes could benefit from improved lighting by adding/moving lights, bounce discs or a different location.	Few shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Only ambient (available) light is used.	The shot quality makes it hard to follow the story or determine what is happening in the video.
Visual Variety	10	8	6	4	2
A mix of different shot types (tight, medium, wide, low angle, high angle, moving, static, b-roll, interview, graphics)	5 or more different shot types were used.	4 different shot types were used.	About 3 different shot types were used.	2 different shot types were used.	Only 1 shot type was used.
Editing	10	8	6	4	2
How is the video edited? How is the edit pace and timing?	Exceptionally skilled use of advanced editing techniques such as cutaways, multiple camera angles and use of transitions. Exceptional pacing and timing throughout the piece.	Skilled use of editing techniques such as cutaways, multiple camera angles and use of transitions. Good pacing and timing throughout the piece.	Clean, basic editing with appropriate transitions. Good pacing but certain areas could be improved.	Minimal editing. Pacing was inconsistent.	Numerous editing errors or movie is incomplete. There was no predictable pace to the edit.

Audio	10	8	6	4	2
Audio levels set correctly? Good music choice? If no music was used in the video, was that a good choice? Please score that decision instead.	All audio can be easily heard and all audio levels are even. Music is very well suited to the topic.	All audio can be easily heard and most audio levels are even. Music is good for the topic.	Most audio can be easily heard and audio levels are inconsistent. Music is well suited to the topic.	Some audio can be easily heard and the audio levels are uneven. Music could be suited to the topic.	Almost none of the audio can be easily heard and audio levels are very uneven. Music is not suited to the topic.
Graphics	10	8	6	4	2
How was the spelling and grammar? Graphic parameters to consider: great choice of font, position, size, color and background? If no graphics were used in the video, was that a good choice? Please score that decision instead.	All graphics were spelled correctly with proper grammar and punctuation and all five of the graphic parameters were met.	One spelling and/or grammar issue and only four of the parameters are met.	Two spelling and/or grammar issues and only three of the parameters are met.	Three spelling and/or grammar issues and only two of the parameters are met.	Multiple spelling and/or grammar issues and almost none of the graphic parameters are met.
If no graphics were used in the video, was that a good choice? Please score that decision instead.	The subject matter did not need any graphics. It was a good choice to not use graphics for this video.	-	Some graphics could have strengthened the overall message.	-	The video definitely needed more graphics to convey the message.
Creativity	10	8	6	4	2
Was this video creative?	The video is extremely creative in its concept and delivery.	The video is very creative in its concept and delivery.	The video is somewhat creative in its concept and delivery.	The video is a little creative in its concept and delivery.	The video is not creative in its concept and delivery.
Overall Impression	10	8	6	4	2
Would you encourage others to watch this video? Does it fit this category?	Exceptional video that everyone should watch as a SEVA example in this category.	Strong video that everyone should watch as a SEVA example in this category.	Good video that has several positive components, but could be improved.	Video that needs major improvements/modifications.	This video isn't ready to be shared yet and doesn't fit in this category.