



SCORING RUBRIC

		4	3	2	1
Message Clarity <i>How clear is the submission’s link to mental health? Does the submission contain relevant and accurate information?</i>		Submission demonstrates a clear focus on mental health and all information presented is accurate. Submission demonstrates a clear understanding of the topic(s) presented.	Submission demonstrates a mostly clear focus on mental health and most information presented is accurate. Submission demonstrates a mostly clear understanding of the topic(s) presented.	Submission has an unclear focus and the link to mental health is not obvious. Most of the information presented is accurate.	Submission has a questionable focus and an unclear link to mental health. A majority of the information presented is inaccurate.
Audience Impact <i>Does the submission grab the audience’s attention? Does the message and/or presentation of that message elicit a strong audience response?</i>		Submission effectively hooks the audience, keeps them engaged, and has a lasting emotional impact on the viewer/reader.	Submission mostly hooks the audience and keeps them engaged. It has some lasting emotional impact on the viewer/reader.	Submission hooks the audience, but does not consistently hold their attention OR Submission is presented in an engaging way but does not emotionally impact the audience.	Submission does not hook the audience or keep them engaged. It has no lasting emotional impact on the viewer/reader.
Creativity & Originality <i>Does the submission illustrate a unique perspective or employ an expressive arts medium in a creative way to get an original message across?</i>		Information and the message are presented in an original way. Creative choices demonstrate the author/artist’s exceptional command of an artistic medium to convey a certain message.	Information and the message are presented in an original way. Creative choices demonstrate the author/artist’s ability to use art to share a message effectively.	Information and the message lack originality. Creative choices do not appear connected to the message being delivered.	Information presented is not original. Creative choices do not demonstrate the author/artist’s command of an artistic medium to convey a certain message.
Overall Presentation <i>What is the overall quality/production value of the submission? What level of craftsmanship does the piece reflect?</i>		ARTWORK (video, visual art, etc.)	Artwork is well-designed and shows evidence of forethought and/or revision. Submission demonstrates a high degree of effort towards craftsmanship and public presentation.	Artwork demonstrates some degree of effort towards craftsmanship and public presentation.	Artwork feels incomplete. Submission demonstrates little effort towards craftsmanship and public presentation.
		WRITING PIECE	Writing piece is well-written and demonstrates attention to writing conventions. Submission demonstrates a high degree of effort towards craftsmanship and public presentation.	Writing piece shows some degree of effort towards craftsmanship and public presentation. Errors do not substantially detract from the message and its impact.	Writing piece feels incomplete. Submission demonstrates little effort towards craftsmanship and public presentation. Errors detract from the message and its impact.
TOTAL SCORE					/15

Student Name or Title of Piece: _____

Level _____ Middle School _____ High School

Medium/Type: *writing piece* *video* *visual art*

Additional Comments: