



RUBRIC FOR E OLA PONO VIDEO ENTRIES

WRITING TRAIT	5 POINTS	3 POINTS	1 POINT
IDEAS & CONTENT	Content is clear and focused, with relevant, interesting details that enhance the message and hold the viewers' attention	Content is clear and focused with some relevant details that enhance the message	Content is unclear without specific focus and few details to enhance the message
ORGANIZATION	The order, structure, and presentation is well thought out and easily moves the viewer through the video	The order, structure, and presentation is clear and supports the viewer to move through the video	The order, structure, and presentation is unclear and moving through the video is a challenge
VOICE	The video connects strongly with the audience by including personal detail, originality, and showing strong commitment to the topic	The video connects with the audience with some personal detail, and showing commitment to the topic	The video does not connect well as there are few personal details, no evident style, and minimal commitment to the topic
WORD CHOICE	The use of precise and interesting words in a natural way enhances the meaning, clarity, and feeling of the video; some words linger because of their memorable quality	The use of some specific and interesting words in a natural way enhances the meaning, clarity, and feeling of the video	The use of specific and interesting words is minimal
CONVENTIONS OF VIDEOGRAPHY	Videography shows high quality work relating to sound, image, and credits, with little or no need for more editing.	Videography shows solid work relating to sound, image, and credits, with minimal need for more editing.	Videography shows work relating to sound, image, and credits is in need of editing.

ADAPTED FROM THE 6 + 1 Trait Writing Scoring Continuum from the Northwest Regional Educational Laboratory