



SCHOOL \_\_\_\_\_  
 SCORE \_\_\_\_\_ INITIAL \_\_\_\_\_

**2018 HOPE JINGLE CONTEST  
 OFFICIAL SCORING RUBRIC**

<b>CRITERIA</b>	<b>5 - Superior</b>	<b>4 - Excellent</b>	<b>3 - Good</b>	<b>2 - Fair</b>	<b>1 - Poor</b>	<b>Score</b>
<p><b>Creativity</b>            (Stylistic choices, instrumentation, genre, movement/choreo, wardrobe, use of props, resources, GA Lottery +-logo, etc.)</p>	<p>Creative plan is extremely well executed, uniquely bespoke, and is thoughtfully performed throughout the entire piece.</p>	<p>Creative plan is unique and is very well executed throughout the entire piece.</p>	<p>Creative plan is good and is evident throughout the piece. This submission could go further with unique stylization.</p>	<p>Creative plan is off to a good start. This jingle could have used more unique stylization throughout the piece.</p>	<p>This submission was not creative and lacked unique style.</p>	
<p><b>Performance Skills &amp; Execution</b>            (Vocal and musical skills, movement, staging, articulation, and overall performance.)</p>	<p>Performers are highly skilled in all areas of artistic expertise showcased. Outstanding performance.</p>	<p>Performers are very skilled artistically and executed their performance very well. Few minor errors were present.</p>	<p>Performers demonstrated good artistic skills and showed enthusiasm with great potential. Some errors present.</p>	<p>Performers show good potential artistically, yet had some weak areas in execution of performance skills .</p>	<p>This submission lacks performance skills.</p>	
<p><b>Production</b>            (Video and audio recording quality, lighting, set/background, wardrobe, etc.)</p>	<p>This video's production quality is superior. The performers are captured beautifully, and the story is told creatively through lighting, background, wardrobe, props, and beyond.</p>	<p>This video is very well produced, and audio/visual are clear. Skills are evident in lighting, background, wardrobe, etc., but lacked creativity to tell the story in this area.</p>	<p>This video is easy to see and hear. This submission demonstrated a good plan for production, but lacked some skills in execution.</p>	<p>This submission had some good ideas for production, however, the video was difficult to see and hear, and lacked skills in execution.</p>	<p>This video had poor production quality and lacked a production plan.</p>	
<p><b>School's Community Involvement</b>            (Collaboration with other individuals or departments within the school.)</p>	<p>This school expertly used collaboration to showcase their school's community, and highlighted many areas of excellence in their school.</p>	<p>This school used collaboration as a key component in their storytelling, and positively highlighted other individuals and departments in their school.</p>	<p>This school had useful moments of collaboration with other individuals and departments from their school.</p>	<p>This school attempted to collaborate with other individuals and departments from their school, but did not connect them to their overall theme/story.</p>	<p>This school chose not to collaborate with any other individuals or departments from their school.</p>	