



How will entries be judged?

CATEGORY	4 to 5 POINTS	2 to 3 POINTS	1 POINT
Purpose How well the video represents the contest purpose	The video highlights two to three dangers of vaping, especially among teens.	The video highlights one or more dangers of vaping.	The video does not highlight the dangers of vaping.
Accuracy of Content Quality of the information presented	The video accurately and clearly portrays known negative health effects of vaping as they relate to teenagers.	The information is accurate and not misleading about the dangers of vaping.	The video is inaccurate or misleading about the dangers of vaping.
Message Impact Extent to which the video engages and inspires	The video promotes ways to never start vaping or to quit vaping, and it does so in ways that are engaging and very effective.	The video dissuades teens from vaping.	This video does not dissuade teens from vaping, nor does it encourage them to quit.
Creativity Extent to which the video is unique and original	The video is very unique with a high degree of ingenuity and resourcefulness.	The video is unique with some ingenuity and resourcefulness.	The video is not unique and lacks ingenuity and resourcefulness.
Research Number of sources referenced in the creation of this video	Four or more sources were referenced.	Two to three sources were referenced.	One or no sources were referenced.
Production Overall quality of the video, including visual and sound elements	Transitions are smooth. Sound is clear. All sound and visual elements coincide with the video's message.	Some transitions are not smooth. Sound is not as clear as it could be. Some sound and visual elements distract from the video's message.	Transitions are not smooth. Sound is of poor quality. Many sound and visual elements distract from the video's message.