

Video Essay Rubric
Winter 2027-Fall 2027

Criteria	Rating	Description	Pts
Content understanding and depth		1: Clearly answered both questions. 0.5: Partially answered one or both questions. 0: Did not address both questions.	1 pt
Clarity and organization		1: Response is coherent; responses are easy to understand and well organized. 0.5: Somewhat clear and organized but may lack smooth transitions. 0: Lack of coherence; responses are unclear and poorly organized.	1 pt
Professionalism		1: Applicant demonstrates professionalism (e.g. attire, recording location/atmosphere) 0.5: Some elements of professionalism (e.g., adequate attire, minimal distractions). 0: Lack of professionalism (e.g., inappropriate attire, distracting background).	1 pt
Authenticity		1: Applicant response sounds natural, conversational, and spontaneous; reflects own voice and unscripted delivery; specific personal details that could not be generated or recited; recorded as one continuous, unedited take with no cuts or splices. 0.5: Mostly natural but shows signs of memorized or scripted delivery (overly polished phrasing, generic language, flat/even cadence, reading off-camera), OR minor/ambiguous evidence of editing (e.g., a single questionable jump cut). 0: Sounds scripted, recited, or generic; lacks personal specificity; appears read from a prepared text rather than spoken live, OR shows clear evidence of cuts, edits, or spliced-together segments.	1 pt
Time Management		0.5: Within the 5-minute time limit. 0.25: Video falls short of the 5-minute time limit and the questions aren't full addressed. 0: Video exceeds the time limit.	0.5 pt
Ethical and Critical Thinking		0.5: Recognized ethical concerns; answered with depth and analysis. 0.25: Recognized ethical concerns but lacked depth or analysis. 0: Did not recognize or address ethical concerns.	0.5 pt
Total Points			5 pts

Scoring Guide:

- 0-.5 points: Inadequate
- 1-2.5 points: Developing
- 3-4 points: Proficient
- 4-5 points: Exemplary