ELEPHANT CONSERVATION PROJECT RUBRIC

Activist Video Pitch Requirements (3–4 Minutes)

Task: Create a compelling video or PSA where you act as a conservation champion trying to persuade the public to take action on a threat impacting elephant survival. This can be framed as a social media campaign, a video letter to the UN, or a persuasive speech for a public awareness event.

**Title**:

### **Video Must Include:**

#### **1. Hook (30–45 sec)**

* Something that will grab the attention of your audience.
* Open with emotion or shock: a powerful image, question, or quote.

#### **2. The Problem and the Cause (60–90 sec)**

* Explain the specific threat you chose (e.g., poaching, habitat loss).
* Use at least one visual aid: a chart, map, statistic, or image.
* Explain how it impacts both elephant populations and the larger ecosystem.

#### **3. The Solution (60–90 sec)**

* Clearly state your proposed solution.
* Describe 3–5 **actionable steps** to make it happen.
* Name who is involved: students, leaders, communities, or international groups.

#### **4. The Call to Action (30–45 sec)**

* End by inspiring your audience to act:
	+ Donate? Share awareness? Write letters? Join campaigns?
* Use persuasive language and re-emphasize the elephant’s role in our shared world.

| **Criteria** | **Exceeds Expectations (4)** | **Meets Expectations (3)** | **Approaching Expectations (2)** | **Needs Improvement (1)** |
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| **Content Accuracy & Depth** | Information is accurate, thorough, and clearly explains the chosen threat and its ecosystem impact. Includes strong use of data and sources. | Information is mostly accurate and explains the threat clearly, with some use of data or sources. | Some inaccuracies or lack of depth; limited explanation of the threat or ecosystem impact. | Major inaccuracies or vague understanding of the topic. |
| **Solution & Action Plan** | Presents a creative, well-developed solution with clear and logical 3–5 steps and stakeholder roles. | Presents a realistic solution with basic steps and mentions stakeholders. | Solution is vague or missing steps; unclear who is involved in implementation. | Lacks a clear solution or plan of action. |
| **Persuasive Delivery** | Exceptionally convincing and emotionally engaging; clear call to action. Passionate, confident tone. | Convincing and clear with a solid call to action; tone is appropriate. | Somewhat persuasive but lacks emotional impact or a strong call to action. | Lacks persuasion or clarity; no clear call to action. |
| **Creativity & Visuals** | Highly creative and well-produced; visuals enhance the message powerfully. | Creative and visually engaging; visuals support the message. | Some creativity or visuals present but do not enhance the message effectively. | Little to no visual support; low creativity. |
| **Technical Quality** | High-quality audio and visuals; smooth transitions and professional presentation. | Clear audio/visuals with minimal errors; clean presentation. | Some technical issues (sound, lighting, editing) that detract slightly. | Technical issues significantly affect understanding or engagement. |
| **Voice & Identity** | Strong student voice; personal passion and purpose are clear throughout. | Student voice is present and authentic. | Some student voices present but lack personal connection to the topic. | Lacks personal connection or authentic voice. |