

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)
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.