



Virginia Cuisine Challenge Rubric

Tier one: Does the project follow the guidelines? (yes/no)

1. Does the work run within the time limit?
2. Does the project contain a video, a written recipe, and a background statement?
3. Does the work abide by the rules?
4. Does the work use at least one of the Made in Virginia products?

Tier Two: Preliminary Judging

25%- Content Quality: Does the project clearly make a connection to the prompt?				
Establishes a purpose early on and maintains clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	A few lapses in focus, but the purpose is fairly clear.	Frequent lapses in focus and the purpose is unclear.	Fails to establish a purpose for the presentation.
25 points	20 points	15 points	10 points	5 points

25%- Original/ Creative: How well does the project draw in the viewer and keep their attention?				
Creativity enhances the project in an innovative and unique way making the piece extremely memorable	Creativity is present in the project and enhances the quality of the project, making it memorable	Creativity is present but does not enhance the quality of the project nor is it original.	Creativity is lacking and does not enhance the project. This project does not hold viewers' attention.	Complete lack of creativity. Does not provide a positive viewing experience.
25 points	20 points	15 points	10 points	5 points

25%- Technical: What is the overall quality of the video production?				
Technical aspects greatly enhance the project.	Technical aspects enhance the project.	Technical aspects adequately enhance the project.	Technical aspects somewhat enhance the project.	Technical aspects do not enhance the project.
25 points	20 points	15 points	10 points	5 points

20%- Recipe Quality: Is the recipe well laid out? How well does it highlight the chosen Virginia product?				
The recipe is extremely easy to follow and positions the chosen Virginia product at the center of the recipe.	The recipe is easy to follow and the Virginia product is one of the primary ingredients.	Some difficulty following the recipe; the Virginia product is not a central ingredient.	The recipe is difficult to follow and the Virginia product is a lesser ingredient.	The recipe is extremely difficult to follow and the Virginia product is added as an afterthought
25 points	20 points	15 points	10 points	5 points