



## #TeachAg Agents Promotional Video Project Directions

Your fellow agents have articulated their findings, it is time for you to choose the teacher that you feel you connected with. For example, if the mystery teacher has similar hobbies as you, that could be one reason you choose them.

Once you have chosen your mystery teacher, you will create a video/presentation about why you should be promoted to being that assets handler of that teacher.

### Main Points include:

- How you relate to that agriculture teacher and why?
- What traits you possess that would also make you a great agriculture teacher?
- Characteristics of your mystery teachers profile you feel make them a great agriculture teacher.
- Why you feel you would make the best handler for their mystery teacher?

### Video Length:

- 2-4 minute video

### Elements of a Good Video:

- Grabs audience attention
- Covers all main topics
- Well organized with a clear message (*A script helps with this, but is not required*)
- High quality audio
- Video length does not exceed 4 minutes
- Conclusion



<b>Student Name:</b>		<b>Group Members:</b>		
<b>Total Score:</b> /20		<b>Comments:</b>		
<b>Topics</b>	<b>5 points</b>	<b>4 points</b>	<b>3 points</b>	<b>2 points</b>
<b>Information Presented</b>	Video states the 4 required main points and includes all required information.	Video adequately states the main points and includes all of the required information.	Video states most of the main points but leaves out some of the required information or includes some off topic information.	Video states a few main points but is missing required information.
<b>Project Organization</b>	Video is organized well with an introduction and conclusion and utilizes all 6 elements of a good video included in the project directions.	Video is organized well with an introduction and conclusion and utilizes at least 4 elements of a good video shown included in the project directions.	Video clarity could be improved and utilizes 3 elements of a good video included in the project directions.	Video is unclear and confusing and it utilizes 0-1 elements of a good video included in the project directions.
<b>Creativity</b>	Video goes above and beyond the requirements. It impresses the viewer from the beginning. It contains 4 props, sound effects, costumes, video transitions, etc.	The video is pleasing to watch but does not immediately impress the viewer. It contains 3 props, sound effects, costumes, video transitions, etc.	The video is adequate but does little to impress the viewer. It contains 2 props, sound effects, costumes, video transitions, etc.	Video contains 0-1 creative elements. It doesn't contain sound effects, costumes, video transitions, etc.
<b>General Appearance</b>	Final product looks professional, and the concepts were visibly demonstrated.	Final product looks cohesive, and the concepts were somewhat demonstrated.	Final product required more revisions, and the concepts were not clearly demonstrated.	Final product looks unprofessional, and 0-1 required components were included.

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