

**Beauty Changes Lives Judging Rubric Outline**

The following items are what applicants will be judged on by top industry advocates and professionals. Each of the ten (10) items receives a score of 1-10, for a total of 100 max points.

**1. Creativity/Innovation: 1-10**

- Giving a score of 1 would be similar to saying that the applicant did not put a lot of thought/effort into their video
- Giving a score of 10 would be similar to saying that the applicant showed a clear concept that was creative and explained original ideas

**2. Confidence:**

- Giving a score of 1 would be similar to saying that this applicant showed a doubt or uncertainty in their abilities.
  - Giving a score of 10 would be similar to saying that this applicant was self-assured and possess a strong belief in their own abilities or qualities. They are individualistic and genuine showing honest emotions.

**3. Communication**

- Giving a score of 1 for communication would be similar to saying that this person was hard to understand, didn't plan out their answers or used inappropriate language.
- Giving a score of 10 would be similar to saying that this person showed forethought in their answers were poised, and communicated clearly.

**4. Professionalism**

- 1. Giving a score of 1 for Professionalism would be similar to saying that this person did not film in a professional environment (filmed in their messy bedroom, car or a location with a lot of background noise), they were un-groomed, and did not present themselves professionally.
  2. Giving a score of 10 would be similar to saying that the applicant displayed the highest level of professionalism. They were confident, poised, and communicated clearly. The applicant was well-groomed and would easily blend in to a salon or spa environment.

**5. Technical Skill/Proficiency in the craft.**

- Giving a score of 1 for Technical Skill would be similar to saying that this entry demonstrated the minimum amount of skill to complete, in your professional opinion.
- Giving a score of 10 would be similar to saying, in your opinion, the entry displayed the highest level of proficiency for their craft.

**Beauty Changes Lives Judging Rubric Outline****6. Cohesiveness of the video : Music, Images & Story Were Harmonious**

- Giving a score of 1 for Cohesiveness would be similar to saying the videos, music and images as a collection were disjointed, unbalanced and lacking in continuity.
- Giving a score of 10 would be like saying the videos, music and images complemented each other well, were harmonious and were in tone with each other.

**7. Authenticity/emotion**

- Giving a score of 1 for Authenticity would be similar to saying that the applicant was closed off and didn't let their true self shine through. They were robotic in their explanations or they didn't display a passion for their craft.
- Giving a score of 10 would be similar to saying that the applicant bravely shared their story. They described hardships they've overcome or the reasons why they're inspired to join the beauty industry.

**8. Individualistic/Uniqueness**

- Giving a score of 1 would mean that the applicant blended in with all of the other applicants.
- Giving a score of 10 would say that the applicant showed their unique personality and style

**9. Demonstrated a need for the scholarship**

- Giving a score of 1 would be saying that this applicant gave no verification for why financial assistance is needed for them to complete school.
- Giving a score of 10 would be saying that this applicant demonstrated a need for financial assistance

**10. How thoroughly did the candidate answer the required questions?**