

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

Social Media: Showcase your school's academic, sports, or fine arts, activities, community, and culture in a video that would be shared on your school's social media channels. Entry must be shot and edited in a vertical format.

(Maximum length: 30 seconds)

	Fair		Avg.		Good		Excel.		TOTAL
Story: Message is clear and focused - audience understands the purpose. Highlights school spirit, culture, or activities in a meaningful way. Strong beginning, middle, and end. Pacing keeps interest. Content feels creative and original.	12	16	20	24	28	32	36	40	
Sound: Audio work was excellent: absence of distortion, music and sound effects mixed appropriately, music bed does not distract from dialogue or narration.	1	2	3	4	6	9	12	15	
Camera: Shots are steady and well framed. Variety of wide, medium, and tight shots add interest. Camera captures action and emotion, not just static moments. Visuals support and enhance the story.	1	2	3	4	6	9	12	15	
Lighting: Using available lighting effectively. Control of lighting elements is evident throughout. Lighting looks natural and fits the setting.	3	4	5	6	7	8	9	10	
Editing: Video was edited in a vertical format. Pacing matches the tone of the video. Editing clearly communicates a story with visual fluency. Creative innovation is evident.	1	2	5	8	11	14	17	20	

Grand Total (100 possible points)	
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