

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

Movie Trailer: Entries can promote either a real or fictitious student-produced movie and should contain elements of a traditional movie trailer (preview screen, title graphic, release date, etc).

(Maximum length: 2 minutes)

	Fair		Avg.		Good		Excel.		TOTAL
Story: The trailer presents a unique or creative concept capturing the viewers attention and has a clear beginning, middle, and end that builds curiosity or excitement to see the full movie. Pacing builds intrigue and interest without giving away too much. Establishes character, conflict, or setting in a compelling way.	12	16	20	24	28	32	36	40	
Sound: Audio work was excellent: showed diverse range of audio recording technique, soundtrack composition and structure, and excellence in mixing.	3	4	5	6	7	8	9	10	
Camera: Camera work was excellent: showed diverse range of camera shots, compositions, angles, and movements. Footage demonstrated creativity and skill, as well as fluency with camera use.	3	4	5	6	7	8	9	10	
Lighting: Using available lighting effectively. Control of lighting elements is evident throughout. Conveys mood, adds emphasis to character development, and enhances the story.	3	4	5	6	7	8	9	10	
Editing: Trailer is tightly edited with good rhythm and flow. Scenes and cuts are well-timed to maintain interest. Transitions and effects (if used) are smooth and purposeful. Text supports the narrative without overwhelming the visuals and are creatively well-designed and readable. Includes appropriate branding (film title, release info, etc.).	9	12	15	18	21	24	27	30	

Grand Total (100 possible points)	
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