

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

Commercial: Entries advertise a real or fictitious product or service in a new way. All aspects of the commercial must be produced by the students. Students can use the static logo, but not in a way that has been previously produced.

(Maximum length: 1 minute)

	Fair		Avg.		Good		Excel.		TOTAL
Story: Message is clear and meaning can be inferred. Non-narrative articulates all essential information convincingly.	9	12	15	18	21	24	27	30	
Sound: Audio work was excellent: showed diverse range of audio recording technique, soundtrack composition and structure, and excellence in mixing.	5	6	8	9	11	12	14	15	
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.	5	6	8	9	11	12	14	15	
Lighting: Using available lighting effectively. Control of lighting elements is evident throughout. Conveys mood, adds emphasis to character development, and enhances the story.	5	6	8	9	11	12	14	15	
Editing: Editing was excellent: no errors, great pace, and all sequences flowed together well. Editing clearly communicates a story with visual fluency. Creative innovation is evident.	11	13	15	17	19	21	23	25	

Grand Total (100 possible points)	
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