

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

Social Media: Using the editing tools available on your phone/social media app, create a video using ONLY your cell phone that includes ALL of the following items: school mascot, front of your school, school colors, school clothing, and sign with your school name. These items could be combined (ex: school colors are on your school shirt. (Maximum length: 30 seconds)

	Fair		Avg.		Good		Excel.		TOTAL
Story: Social media content effectively sells a brand, conveys a message, or articulates essential material convincingly and originally to the chosen media outlet (Twitter, Instagram, Tik Tok, etc).	15	20	25	30	35	40	45	50	
Sound: Audio work was excellent: showed a 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 and was shot in the vertical 9x16 format. The camera takes advantage of storytelling in the vertical format and may use untraditional angles, compositions, or movements. Footage demonstrated creativity and skill, as well as fluency with camera use.	6	8	10	12	14	16	18	20	
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.	6	8	10	12	14	16	18	20	

Grand Total (100 possible points)	
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Please give 2 specific examples of elements that worked well:

Please give 2 specific examples of elements could be improved:
