

Midwest Media Educators Association High School Video Festival

Judge's Evaluation Sheet

School Promotion - Non-Sports: Short-form films that ignite passion, intensity, and anticipation for your school's academic, fine arts, activities, community, and/or culture. Submissions should showcase dynamic editing and compelling visual storytelling that elevates the spirit of your school culture.

(Maximum length: 2 minutes)

	Fair		Avg.		Good		Excel.		TOTAL
Story: Message is compelling and dynamic and ignites passion for the viewer.	12	16	20	24	28	32	36	40	
Sound: Audio work was excellent; absence of distortion, music, natural audio, and sound effects mixed appropriately, music bed does not distract from dialogue or narration.	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, and enhances the story.	3	4	5	6	7	8	9	10	
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.	9	12	15	18	21	24	27	30	

Grand Total (100 possible points)	
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