

# 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.

(Maximum length: 90 seconds)

	Fair		Avg.		Good		Excel.		TOTAL
<b>Story:</b> Trailer effectively sets the premise and entices the audience. Meaning can be inferred. Non-narrative articulates all essential information convincingly.	12	16	20	24	28	32	36	40	
<b>Sound:</b> 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	
<b>Camera:</b> 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	
<b>Lighting:</b> 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	
<b>Editing:</b> 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	

<b>Grand Total (100 possible points)</b>	
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**Please give 2 specific examples of elements that worked well:**

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**Please give 2 specific examples of elements could be improved:**

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