

Sequim Education Foundation
2012 Student Film Festival Competition

VIDEO EVALUATION RUBRIC

Categories

- **Dramatic/Narrative/Comedy** - includes music videos, animation, claymation, machinima etc.
- **Documentary** - includes news packages, instructional videos, demos, etc.
- **Commercials/Promos** - includes sports highlights, yearbooks, etc.

Judging

Entries will be judged on Creativity, Academic and Educational Value, Demonstrated Technical Ability in Video Production, Story idea, Sound quality, and Music. There are 125 total points possible.

CREATIVITY

(Point value: 0 – 25)

Is the subject original? Is the subject matter appropriate? Is it developed creatively? What about Casting? Settings? Dialogue? Costumes? Presentation? Photography?

ACADEMIC and EDUCATIONAL VALUE

(Point value: 0 – 50 total)

Purpose (Point value: 0 – 10) - What is the purpose, point, or goal of the film? Is it stated? Is it constructive? Is it informative, instructive or inspirational?

Concept (Point value: 0 – 15) – Is the idea well-conceived and presented? Is it simple? Complex? Does it make sense? Is it entertaining? Interesting? Thought-provoking?

Organization & Development (Point value: 0 – 25) – Is the theme developed systematically? Does the video presentation have continuity? Purpose? Does it lead viewer to a conclusion? Does the video inspire thought? Does it evoke a response?

DEMONSTRATED TECHNICAL ABILITY

(Point value: 0 – 25)

Staging? Lighting? Composition? Technique? Camera angles? Focus? Sound?

MUSIC and SOUND

(Point Value 0 – 25)

Theme? Development? Execution? Contribution to presentation of subject matter?