

# The Chicagoland High School Video Festival

## Judge's Evaluation Sheet

**Commercial:** a video advertisement for a product or service. Products/services can be real or fictitious. (Maximum length: 1 minute)

### Concept (30 points)

|   | Poor |   | Fair |   | Avg. |   | Good |   | Excel. |    | TOTAL |
|---|------|---|------|---|------|---|------|---|--------|----|-------|
| <b>Organization:</b> Are key ideas/information presented in a logical manner?                   | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Content:</b> Does the video include essential information while omitting extraneous details? | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Creativity:</b> Does the program approach demonstrate creativity in design?                  | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Subtotal (30 possible points)</b>  |      |   |      |   |      |   |      |   |        |    |       |

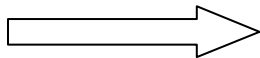
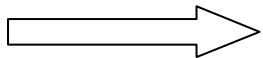
**You did a great job with:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Next time you may want to improve by:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

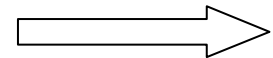
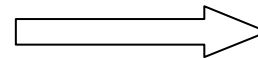
### Technical Execution (30 points)

|   | Poor |   | Fair |   | Avg. |   | Good |   | Excel. |    | TOTAL |
|---|------|---|------|---|------|---|------|---|--------|----|-------|
| <b>Composition:</b> Do the visual images enhance the program <i>i.e. shot selection-variety &amp; composition; technical quality-white balance, focus, etc.</i> | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Audio:</b> Is the mix appropriate, free of distortion; are microphones used effectively?   | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Editing:</b> Is the editing technically acceptable and does it enhance the program?  | 1    | 2 | 3    | 4 | 5    | 6 | 7    | 8 | 9      | 10 |       |
| <b>Subtotal (30 possible points)</b>  |      |   |      |   |      |   |      |   |        |    |       |

**You did a great job with:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**TURN OVER**



**Next time you may want to improve by:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Overall Effectiveness (40 points)**

|  | Poor                                 |   | Fair |    | Avg. |    | Good |    | Excel. |    | <b>TOTAL</b> |
|--|--------------------------------------|---|------|----|------|----|------|----|--------|----|--------------|
| <b>Effectiveness:</b> Does this commercial “work?” Is it effective in delivering its intended message? | 4                                    | 8 | 12   | 16 | 20   | 24 | 28   | 32 | 36     | 40 |              |
|  | <b>Subtotal (40 possible points)</b> |   |      |    |      |    |      |    |        |    |              |

|  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|
| <b>Grand Total (100 possible points)</b> |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|

**You did a great job with:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Next time you may want to improve by:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_