

# 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>										

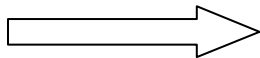
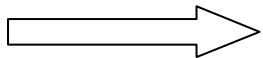
**You did a great job with:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

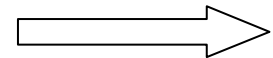
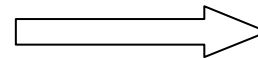
### Technical Execution (30 points)

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

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