

The Chicagoland High School Video Festival

Judge's Evaluation Sheet

Movie Trailer: A promotional-style production that captures the storyline of a real or fictitious student produced movie or television show. (Maximum length: 2 minutes)

Concept (30 points)

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

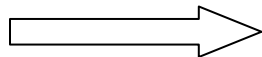
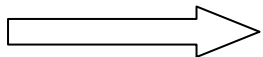
You did a great job with: _____

Next time you may want to improve by: _____

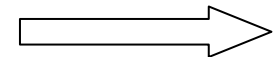
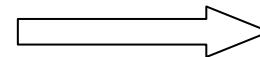
Technical Execution (30 points)

	Poor		Fair		Avg.		Good		Excel.		TOTAL
Images: Do the visual images enhance the program?	1	2	3	4	5	6	7	8	9	10	
Audio: Does the sound mix enhance the program?	1	2	3	4	5	6	7	8	9	10	
Editing: Is the editing technically acceptable and does it enhance the program?	1	2	3	4	5	6	7	8	9	10	
Subtotal (30 possible points)											

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.		TOTAL
Effectiveness: Do you want to see this movie? Is this movie trailer effective in delivering its intended message?	4	8	12	16	20	24	28	32	36	40	
	Subtotal (40 possible points)										

Grand Total (100 possible points)											
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You did a great job with: _____

Next time you may want to improve by: _____

