

The Chicagoland High School Video Festival

Judge's Evaluation Sheet

Public Service Announcement (PSA): A message that promotes awareness of a social or civic issue, organization, or event. (Maximum length: 1 minute)

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)											

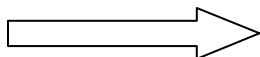
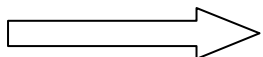
You did a great job with: _____

Next time you may want to improve by: _____

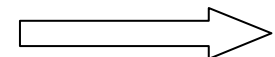
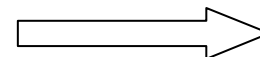
Technical Execution (30 points)

	Poor		Fair		Avg.		Good		Excel.		TOTAL
Composition: Do the visual images enhance the program <i>i.e. shot selection-variety & composition; technical quality-white balance, focus, etc.</i>	1	2	3	4	5	6	7	8	9	10	
Audio: Is the mix appropriate, free of distortion; are microphones used effectively?	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: Does the PSA “work?” Is it 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: _____
