

Sequim Education Foundation
2009 Student Film Festival Competition

VIDEO EVALUATION RUBRIC

Categories

- **Dramatic/Narrative/Comedy** - includes short films, music videos, etc.
- **Documentary** - includes mini docs, news packages, instructional, etc.
- **Commercials/Promos** - includes commercials, promos, sports highlights, yearbooks, etc.
- **Animation/Claymation**

Judging

Entries will be judged on creativity, academic and educational value, and demonstrated technical ability in video production. There are 125 total points possible. Each video will be judged on the criteria following:

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? Sound?

SCRIPT and MUSIC

(Point value: 0-25)

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

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?