

Film Title: _____ Director: _____

Club: _____



	WHITE	RED	BLUE	GOLD	Points
Filmmaking (4 Points)	Shows no regard for coverage, little thought towards continuity, and poor shot composition.	Coverage is passable, shots are simple and may have one or two common errors, continuity is broken at times and there may or may not be any deliberate use of sound.	Demonstrates good level of general knowledge, decent coverage and shots, as well as continuity and sound.	Demonstrates superior knowledge of coverage, continuity, shot composition, and use of sound.	
Plot/Ability to relay information (4 Points)	If story-based video, it does not tell a clear story and the viewer may not be able to tell what's going on. If Commercial or Promo, the video cannot effectively communicate the message to the viewer.	If story-based video, it tells a loosely connected story with character's actions not receiving much exposition. If Commercial or Promo, the message is not entirely clear to the viewer and may be lost.	If story-based video, it tells a somewhat clear story that may not be entirely understood by the viewer. If Commercial or Promo, the message is somewhat clear to the viewer, with the message being more vague.	If story-based video, it tells a clear story and incorporates great use of storytelling elements and thoughtful exposition. If Commercial or Promo, the message and information is very clear to the viewer.	
Editing (4 Points)	Editing is choppy and poorly timed; video has visible lack of thought and care.	Editing is choppy and more noticeable, with each cuts' timing being off enough to draw attention to the editing process.	Editing is proficient, with cuts being appropriate with one or two exceptions. Editing is mostly unnoticeable, and shots flow in an adequate manor.	Editing is well done with each shot receiving an appropriate amount of time and the cutting is done well enough to be unnoticed by the viewer. Video also demonstrates good use of effects. (If applicable)	
Actor/Actress (2 Points)	Actors/actresses seem hesitant or unsure of their role. Delivery needs more practice.	Actors/actresses seem comfortable with their role, but performance could use some polishing.	Actors/actresses are familiar with their roles/lines. Their skills especially shine in specific scenes.	Actors/actresses are confident and enthusiastic in their role. Their performance fully embodies their character.	
Costumes and/or Makeup (2 Points)	Costumes do not match story or scene. Makeup is not discernable.	Costumes/makeup are present but distract from film's storyline or actor's delivery.	Costumes/makeup are adequate and complement the film's storyline.	Costumes/makeup display excellent member craftsmanship and enhance the film.	

Special Effects (2 Points)	No special effects used. Scene transitions are chunky or unclear.	Special effects/scene transitions are understandable but could use some improvement.	Special effects effectively portray a simulated event. Scene transitions are adequate and clear.	Special effects are creative and clever. Scene transitions are seamless or innovative.	
Adherence to Theme (2 Points)	No or little tie-in with event theme represented	Some theme is represented, but only slightly related to event theme	Event theme is represented in some aspects of the film	Theme is fully developed and interwoven with the overall event theme	
Total Points					
	WHITE	RED	BLUE	GOLD	
Possible	5	10	15	20	
Range	0-7	8-12	13-17	18-20	
????	For Juniors: 1-2/12	For Juniors: 2-3/12	For Juniors: 4-5/12	For Juniors: 6+/12	
????	For Intermediates: 2-3/12	For Intermediates: 4-5/12	For Intermediates: 6-7/12	For Intermediates: 8+/12	
????	For Seniors: 4-5/12	For Seniors: 6-7/12	For Seniors: 8-9/12	For Seniors: 10+/12	

Filmmaking term glossary

Use of sound = sound effects and balancing audio levels to be less abrasive to the viewer. (If applicable)

Shot Composition = key aspects of filming like framing, focus on subject, and use of color (if applicable).

Continuity = the ability to hide the editing process and allow the viewer to be immersed in the story.

Coverage = the amount and types of shots that are used to construct a scene.

Actor/Actress=Demeanor, performance, poise, line delivery, character embodiment

Costumes and/or Makeup= wardrobe, vibrancy of make-up

Special Effects= practical or superimposed special effects, scene transition

Nomination for Award(s): _____

Comments: _____

