



Today's students.
Tomorrow's business professionals.

Video Production Team (430)

Judge Number _____

Team Number _____

Technical Scoring Rubric

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate					Points Awarded
Required Elements					
• Included more than one camera angle or motion	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• Included at least one interview	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• Included one voice over	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• Included ending credits	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• Production free of typos	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
• At least 75% of video footage by team members	<input type="checkbox"/> Y <input type="checkbox"/> N		10		
Total Required Elements (60 points maximum)					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Content					
Team submitted the correct information and in the correct format.					
<ul style="list-style-type: none"> Team Entry Form (must be keyed but does <i>not</i> have to be signed for pre-submission), Works Cited, AND Release Form(s) (must be keyed but does <i>not</i> have to be signed for pre-submission) in one combined PDF file <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					10
• Creativity and originality of content	1-5	6-10	11-15	16-20	
• Developed and portrayed theme (to include, but <i>not</i> limited to: a logo, taglines, etc.)	1-5	6-10	11-15	16-20	
• Effectiveness of video message	1-5	6-10	11-15	16-20	
• Music and tone (mood)	1-5	6-10	11-15	16-20	
Total Content (90 points maximum)					
Quality					
• Focus/Steadiness	1-5	6-10	11-15	16-20	
• Lighting	1-5	6-10	11-15	16-20	
• Color relating to theme	1-5	6-10	11-15	16-20	
• Audio quality (effective use of fades, normalizing, and/or use of ambient sounds)	1-5	6-10	11-15	16-20	
Total Quality (80 points maximum)					
TOTAL TECHNICAL POINTS (230 points maximum)					