

## (420) Digital Media Production

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Technical Scoring Rubric

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

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>Works Cited and signed <a href="#">Release Form(s)</a> in one combined PDF file <i>All points or none are awarded by the technical judge.</i></li> </ul>				10	
Final promotional video made effective use of time and was within the contest time limit of 1 to 2 minutes.				30	
The video is clear, sharp, and well-focused.	1–5	6–10	11–15	16–20	
The framing and composition effectively enhance the message and visual appeal.	1–5	6–10	11–15	16–20	
The audio is clear, balanced, and free from background noise or distortion.	1–5	6–10	11–15	16–20	
Dialogues or voice overs are audible and easily understandable	1–5	6–10	11–15	16–20	
Cuts, fades, and other editing techniques are used effectively to enhance the flow of the video.	1–5	6–10	11–15	16–20	
Transitions are timed appropriately and contribute to the overall coherence of the video.	1–5	6–10	11–15	16–20	
Graphics, such as text overlays or subtitles, are legible, visually appealing, and support the content.	1–5	6–10	11–15	16–20	
The lighting is well-balanced and appropriate for the subject matter.	1–5	6–10	11–15	16–20	
Video effectively persuades the audience that local area attractions offer an enjoyable alternative to traveling out of state.	1–5	6–10	11–15	16–20	
<b>TECHNICAL POINTS (220 points maximum)</b>					