

420 Digital Media Production

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Contestant submitted one (1) combined PDF file containing clickable URL to Project, Works Cited formatted according to the <i>Style & Reference Manual</i> and BPA Release Form(s).				/10
Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Video Clarity	The video is blurry or grainy, with poor focus or unstable resolution that detracts from clarity.	The video is adequately sharp and consistently focused, allowing viewers to see content clearly without visual distractions.	The video exhibits outstanding clarity, sharpness, and precise focus throughout—enhancing visual engagement and presenting content with professional-level quality.	/30
Framing and Composition	Framing appears unbalanced or distracting, and composition fails to support the visual message, reducing overall clarity and appeal.	Framing and composition are generally well-executed, contributing to the message and maintaining visual interest without distraction.	Thoughtful and intentional framing enhances the message with strong visual impact; composition is balanced and aesthetically engaging throughout.	/30
Audio Quality	Audio is unclear, uneven in volume, contains distracting background noise or distortion that hinders comprehension.	Audio is consistently clear and well-balanced, with minimal or no background noise or distortion; it supports effective communication.	Audio quality is professional-grade—exceptionally clear, balanced, and crisp, with no detectable distractions; elevates the listening experience and enhances engagement.	/30
Voice Clarity	Dialogue or voice-over is difficult to hear or understand due to muffled sound, low volume, or competing background noise.	Dialogue or voice-over is audible and generally clear, with appropriate volume and minimal distractions—easy to follow and understand.	Dialogue or voice-over is crystal clear, well-paced, and delivered with ideal volume and tone; enhances comprehension and reinforces the message with professional polish.	/30
Editing Techniques	Editing techniques are inconsistent, abrupt, or distracting. Transitions may feel jarring or poorly timed, disrupting the video's flow and engagement.	Cuts, fades, and transitions are generally smooth and appropriately placed. Editing supports a coherent flow without interfering with the message.	Editing is polished and purposeful, with creative cuts and transitions that enhance the story, rhythm, and viewer experience.	/30

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Technical Scoring Rubric (Con't)

Transitions	Transitions feel rushed, delayed, or poorly placed, creating confusion and interrupting the video's flow or message.	Transitions are timely and generally well-integrated, supporting the video's pacing and overall coherence.	Transitions are well-timed and thoughtfully placed, enhancing storytelling and creating a smooth, unified visual flow.	/30
Graphics and Text	Graphics (e.g., text overlays or subtitles) are difficult to read, poorly placed, or visually distracting. They do not support or align with the video's message.	Graphics are clear, appropriately sized, and positioned to support the content. Visual style complements the video without overwhelming it.	Graphics are well-designed and strategically used—clear, integrated text enhances understanding and elevates the viewer's experience, with every element supporting the message.	/30
Lighting	Lighting is uneven, harsh, too dim, or inappropriate for the subject matter—resulting in poor visibility or distracting shadows that detract from the content.	Lighting is generally well-balanced and suitable for the subject, ensuring the scene is clearly visible and visually consistent throughout.	Lighting is expertly balanced and purposefully enhances the subject. It adds depth, clarity, and mood that elevate the video's quality and viewer engagement.	/30
Content	The content lacks a clear focus or does not effectively promote the subject matter. The message may come across as vague, generic, or unengaging.	The content presents the subject matter in a generally appealing way, with a clear message that encourages interest.	The content delivers a strong and engaging message, using creativity and emotional appeal to effectively appeal to the audience.	/30
Evaluation Criteria	Below Expectations 0-7 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Time Management	The video does not fit the parameter of the one to two minute limit.	The video is within the one to two minute parameter and uses time appropriately.	The video makes strategic use of its full time—content is well-structured, purposeful, and engaging.	/20
TOTAL TECHNICAL POINTS				/300



JUDGES COMMENTS

(420) Digital Media Production

Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)