

2017 Judging Rubric

Adherence to assignment (20 Points): All or Nothing!

(teams will either receive 0 points or 20 points, nothing in between)

- **Guidelines**

- **Length** - can't exceed 4 minutes including credits
- **Titles** - Your video must begin with the title slide "CATV and Yellow House Media 2017 Music Video Contest" and your team name. This should follow with 2 seconds of black, then your video may begin (this is when the clock starts on your video).
- **Credit** - You must credit the artist/band in your video
- **Theme** - You must follow this year's theme: "Tell Us a Story..."

Storyline (20 points):

- **Story (10 Points)**

- **Intent of video clear to audience, narrative arc is present with proper pacing, tone/style doesn't clash and take away from mood of song, conveys emotion**

- **Structure**

- **Proper conflict/resolution, events relate to each other in a pattern or sequence that reflects a clear vision**

Sound/Audio (20 Points):

- **Creative (10 Points)**

- **Song integrates imaginatively into the plot of the video**

- **Technical (10 Points)**

- **Clear of obvious technical issues (buzzes, hums, hisses, etc.), proper audio levels. Any diegetic sound compliments the music and doesn't distract**

Editing (20 Points):

- **Creative (10 Points)**

- **Elevates intent of story, reflects intended emotion of the video**

- **Technical (10 Points)**

- **Follows continuity, conveys the plot of the video, choices are purposeful and show a thorough knowledge of the editing process**

Cinematography (20 Points):

- **Creative (10 Points)**

- **Lighting, camera movement, angles establish intended look and feel of video**

- **Technical (10 Points)**

- **Shot selection/composition shows intent for story, and doesn't detract from video**

Total (/100):_____