

7/8 TV-Video Evaluation

TEAM #: _____		
PRODUCTION BRIEF		Score
Identifies target audience, goals, objectives	/3	/3
Notes, Script, and Storyboard	/3	/3
Information appropriate to subject matter	/3	/3
Solutions to problems encountered	/1	/1
SUBTOTAL	0	/10
Video COMPOSITION		
Image quality and shot composition	/5	/5
Variety of angles and stylistic shots	/5	/5
SUBTOTAL	0	/10
AUDIO COMPOSITION		
Clarity – sound quality	/5	/5
Mix of sounds and audio tracks (music credited)	/5	/5
SUBTOTAL	0	/10
EDITING/ MONTAGE		
Use of transitions, graphics, special effects to enhance video	/5	/5
Effective sequence, pacing	/5	/5
SUBTOTAL	0	/10
STORYTELLING		
Establishes mood, pace, and flow (coherency)	/5	/5
Reaches target audience through style of video	/5	/5
SUBTOTAL	0	/10
TOTAL ***SEE NOTE BELOW FOR TIEBREAKERS***	0	/50
TOTAL (percentage)	0	/100
NOTE		
Tiebreaker #1 - overall score for STORYTELLING		
Tiebreaker #2 - if a second tie occurs - overall score for PRODUCTION BRIEF		
Tiebreaker #3 - if a tie remains - overall score for EDITING		