

# Get Reel Student Film Festival

## Scoring Sheet—Commercial/Public Service Announcement

Judge \_\_\_\_\_

Film Title \_\_\_\_\_

Contact Person \_\_\_\_\_

- |   |    |       |
|---|----|-------|
| a) The video meets the time limit requirement of 30 seconds exactly<br>OR 60 seconds exactly (YES=10, NO=0)                       | 10 | _____ |
| b) The film is developed with attention to continuity, pacing,<br>and transition  | 15 | _____ |
| c) The film creates an appropriate atmosphere or tone consistent<br>with its message or purpose                                   | 10 | _____ |
| d) The film is technically well-executed (focus, exposure, audio,<br>composition, graphics, special effects)                      | 15 | _____ |
| e) The film meets the requirements outlined in the category<br>description:   |    |       |
| The ad successfully reaches specific demographic groups<br>(age, career, politics, etc.)  | 15 | _____ |
| The ad demonstrates an understanding of persuasive<br>techniques (band wagon, testimonial, emotional appeal,<br>repetition, etc.) | 15 | _____ |
| f) The film impacts the audience in a positive way  | 20 | _____ |

**TOTAL POINTS POSSIBLE:** 100

**TOTAL AWARDED:** \_\_\_\_\_

**What part or aspect of the film did you enjoy the most?**

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This film is suitable for a general audience:     Yes     No