

Get Reel Student Film Festival

Scoring Sheet—EECU Commercial

Judge _____

Film Title _____

Contact Person _____

- a) The video meets the time limit requirement of 30 seconds exactly (YES=10, NO=0) 10 _____
- b) The film is developed with attention to continuity, pacing, and transition 15 _____
- c) The film creates an appropriate atmosphere or tone consistent with EECU's vision, products, and services (see EECU's About page: <http://www.myeecu.org/home/abo>) 10 _____
- d) The film is technically well-executed (focus, exposure, audio, composition, graphics, special effects) 15 _____
- e) The film meets the requirements outlined in the category description:
- The ad successfully reaches specific demographic groups (age, career, politics, etc.) 15 _____
- The ad demonstrates an understanding of persuasive techniques (band wagon, testimonial, emotional appeal, 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?

This film is suitable for a general audience: Yes No