Desert Light Film Competition Judges Sheet 2012

Division: High School _____ Middle School _____

Category: New Mexico Centennial Tourism Commercial

Tourism commercials should be 30 seconds in length, and must include the New Mexico tourism logo as well as the phrase "Land of Enchantment." Students may focus on a single tourist attraction, or on several. Topics are not limited, but could include New Mexico scenery, ballooning, cultural attractions, wildlife, sports, etc. "Persuasiveness to visit New Mexico" is a unique judging criteria for commercials.

Title of Film: _____

Juror Number: 1 2 3 4 5

Critique: 1-5 (5 is the highest score) Circle one for each category

1. **Quality** _____ **(Total)**

Lighting	1	2	3	4	5
Sound	1	2	3	4	5
Production Value	1	2	3	4	5
Cinematography	1	2	3	4	5
Editing	1	2	3	4	5

2. **Creativity and Originality** _____ **(Total)**

Direction	1	2	3	4	5
Structure	1	2	3	4	5
Concept	1	2	3	4	5
Persuasiveness	1	2	3	4	5

3. **Resourcefulness and Entertainment Value** _____ **(Total)**

Resourcefulness	1	2	3	4	5
Entertainment Value	1	2	3	4	5

Overall Critique: _____

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