

## Desert Light Film Competition Judges Sheet 2011

Division: High School \_\_\_\_\_ Middle School \_\_\_\_\_

### Category: 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

**2. Creativity** \_\_\_\_\_ **(Total)**

Direction	1	2	3	4	5
Structure	1	2	3	4	5

**3. Originality** \_\_\_\_\_ **(Total)**

Story	1	2	3	4	5
Persuasiveness	1	2	3	4	5

**4. Resourcefulness and Entertainment Value** \_\_\_\_\_ **(Total)**

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

Overall Critique: \_\_\_\_\_

