

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: _____

