

Desert Light Film Competition Judges Sheet 2013

Division: High School _____ Middle School _____

Category: New Mexico Tourism Commercial

Tourism commercials should be 30 seconds in length, and must include the New Mexico tourism phrase "Visit WWW.New Mexico.Org." Students may focus on a single tourist attraction, or on several. Topics are not limited, but could include interaction with New Mexico scenery, ballooning, cultural attractions, wildlife, sports, etc. "Persuasiveness to visit New Mexico" is a unique judging criteria for commercials. Please depict active lifestyle adventures in "Site-doing not site-seeing."

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: _____
