

## Desert Light Film Competition Judges Sheet 2014

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

### Category: **Television Commercial** “NEW Options”

Television commercials should be 30 seconds in length. This year students are free to make a television commercial of their choice following the parameters of the festival guidelines for a variety of subjects. Students wanting to film a New Mexico tourism commercial must include the New Mexico tourism marketing and a “partnership logo” for the NM True campaign. Visit [www.nmindustrypartners.org](http://www.nmindustrypartners.org) to set up an account to access the branding information and the asset libraries at [www.media.nmtourism.org](http://www.media.nmtourism.org). Finished commercials must be “logo approved” by the NM Tourism Dept. (about 48 Hrs.) before submission. Students may focus on single or multiple tourist attractions. Topics are not limited, but can include interaction with New Mexico scenery, ballooning, cultural attractions, wildlife, sports, etc. “Persuasiveness” is the unique judging criteria for all 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: \_\_\_\_\_

\_\_\_\_\_