

## Desert Light Film Competition Judges Sheet 2021

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

### Category: Television Commercial

Television commercials should be 30 seconds in length. Students must include the New Mexico tourism branding and/or the DLFF “partnership logo” made especially for the festival. The singer/songwriters of the *“Feels Like Home” NM True song* allow use of both the instrumental and the vocal versions of their song without charge for this competition only. They request to view the finished videos in lieu of payment. Topics are not limited, but can include activities in New Mexico. “Persuasiveness to visit New Mexico” 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

<b>1. Quality</b>						<b><u>(Total)</u></b>
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
<b>2. Creativity and Originality</b>						<b><u>(Total)</u></b>
Direction		1	2	3	4	5
Structure		1	2	3	4	5
Concept		1	2	3	4	5
Persuasiveness		1	2	3	4	5
<b>3. Resourcefulness and Entertainment Value</b>						<b><u>(Total)</u></b>
Resourcefulness		1	2	3	4	5
Entertainment Value		1	2	3	4	5

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

\_\_\_\_\_