



2023 San Mateo County 4-H Film Festival Evaluation

Filmmaker(s):

Age Group:

Category: Commercial

County:

Title:

Rating Category:	Judge 1	Judge 2	Judge 3
Filmmaking			
Story/Ability to relay information			
Editing			
Comments:			

Total Score: /12

	4- Excellent	3- Good	2- Fair	1- Needs Improvement
Filmmaking	Demonstrates superior knowledge of coverage, continuity, shot composition, and use of sound.	Demonstrates good level of general knowledge, decent coverage and shots, as well as continuity and sound.	Coverage is passable, shots are simple and may have one or two common errors, continuity is broken at times and there may or may not be any deliberate use of sound.	Shows no regard for coverage, little thought towards continuity, and poor shot composition.
Plot/Ability to relay information	If story-based video, it tells a clear story and incorporates great use of storytelling elements and thoughtful exposition. If Commercial or Promo, the message and information is very clear to the viewer.	If story-based video, it tells a somewhat clear story that may not be entirely understood by the viewer. If Commercial or Promo, the message is somewhat clear to the viewer, with the message being more vague.	If story-based video, it tells a loosely connected story with character's actions not receiving much exposition. If Commercial or Promo, the message is not entirely clear to the viewer and may be lost.	If story-based video, it does not tell a clear story and the viewer may not be able to tell what's going on. If Commercial or Promo, the video cannot effectively communicate the message to the viewer.
Editing	Editing is well done with each shot receiving an appropriate amount of time and the cutting is done well enough to be unnoticed by the viewer. Video also demonstrates good use of effects. (If applicable)	Editing is proficient, with cuts being appropriate with one or two exceptions. Editing is mostly unnoticeable, and shots flow in an adequate manor.	Editing is choppy and more noticeable, with each cuts' timing being off enough to draw attention to the editing process.	Editing is choppy and poorly timed; video has visible lack of thought and care.
Filmmaking term glossary	Coverage = the amount and types of shots that are used to construct a scene.	Continuity = the ability to hide the editing process and allow the viewer to be immersed in the story.	Shot Composition = key aspects of filming like framing, focus on subject, and use of color (if applicable).	Use of sound = sound effects and balancing audio levels to be less abrasive to the viewer. (If applicable)
	GOLD	BLUE	RED	WHITE
	For Juniors: 6+/12	For Juniors: 4-5/12	For Juniors: 2-3/12	For Juniors: 1-2/12
	For Intermediates: 8+/12	For Intermediates: 6-7/12	For Intermediates: 4-5/12	For Intermediates: 2-3/12
	For Seniors: 10+/12	For Seniors: 8-9/12	For Seniors: 6-7/12	For Seniors: 4-5/12