

# 30 Second Commercial Production

**Product/**

**Service**

**Title of**

**Commercial**

**Producers**

**Length in seconds**

(30 second maximum)

	Poor 1	Fair 2	Good 3	Superior 4	Excellent 5	Points
<b>Creativity / Originality</b>	Not original - mimics other commercials	Little Originality, Uses ideas from other commercials	Original Idea, but uses some ideas from other commercials	Original and Creative, but needs something more	Original, Creative, Imaginative, Holds Viewer's attention	
<b>Continuity</b>	Many jump cuts*, lacks continuity, does not flow	Difficult to follow, Numerous jump cuts*	Needs minor revision to appear continuous	Flows, but slightly difficult to follow	Production appears continuous, no jump cuts*	
<b>Organization</b>	Organization not evident, lacks structure	Some attempt at organization, but poorly developed	Structure developed reasonably well, but lacks clarity	Organized but needs minor work	Well organized, clear opening, body and ending	
<b>Message Appeal</b>	Message and appeal cannot be determined	Message is stated, but not maintained, appeal is vague	Message stated and understood, appeal is used	Message is stated, appeal is evident, easy to understand	Message clearly stated, appeal is obvious	
<b>Relevance</b>	Content is not relevant and appropriate to product, and/or audio and video rarely match	Some content is relevant, and/or audio and video occasionally match	Most of the content is relevant and/or audio and video match	Occasionally the content is not relevant and/or audio and video do not match	Content is appropriate relevant, audio and video always match and reinforce each other	
<b>Audio</b>	No consistency to levels, poor quality, poor mixing	Difficult to understand, many distractions	Understandable, but not distraction free	Excellent quality, minor levels and mixing problems	Excellent quality, proper levels, balanced mixing	
<b>Camera Technique</b>	Poor Composition, many shaky and/or out of focus shots	Soft focus, need more variety in shots, some shaky shots	Some composition problems, most shots are steady and focused, a variety of shots	Minor composition problems, steady, focused, a variety of shots	Proper composition, steady shots, sharp focus, motivated movement, varied shots	

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<b>Color and Lighting</b>	Video too dark or light, numerous shadows, poor color reproduction	Needs work on lighting, some video too light or dark, need to balance	Acceptable lighting, minor exposure and color shifts	Adequate lighting, slightly washed out or flat subject, accurate color	Excellent lighting and contrast, proper color reproduction, proper exposure	
<b>Titles and Effects</b>	Titles and effects not effective, and/or can't read titles	Titles and effects lack effectiveness, and/or difficult to read titles	Titles are readable, effects work in production	Titles are easy to read, titles and effects help commercial	Titles are attention grabbing, titles and effects enhance commercial	
<b>Use of time allotted</b>	less than 15 seconds	15-20 seconds	20-24 seconds	25-29 seconds	Exactly 30 seconds	
<b>Total Points</b>						

**Total Possible  
Points = 50**

\* A jump cut is a cut in film editing in which two sequential shots of the same subject are taken from camera positions that vary only slightly. This type of edit causes the subject of the shots to appear to "jump" position in a discontinuous way.

Comments:

Judge: \_\_\_\_\_