

Judging Criteria

Contest video PSA's will be judged on the following criteria:

- Did the message fit the theme? (1point)
- Was the message understandable? (1point)
- Was the talent or subjects affective? (1point)
- Were the camera shots steady & properly framed? (1point)
- Was the lighting (exposure) okay? (1point)
- Was the audio clear and understandable? (1point)
- Was the editing clean with no "jump-cuts? (1point)
- Was the use of text and static images used properly? (1point)
- How creative and entertaining was the PSA? (0-2 points)
- Did the student(s) follow all requirements (minus points or disqualification).

Top scores will then be categorized as Gold or Silver winners based off of total average scores and judges overall ranking.

Video (Exposure / Color Temperature / Focus)

- Video must be properly white balanced to outdoor or indoor color temperature.
- Video must have correct exposure (not too bright, not too dark)
- Video must have main subjects/objects in focus (unless done for a special effect).

Lighting

- Subjects/objects need to be lit properly. No under or over exposure from artificial or natural light.

Audio

- Audio should be clear and at the proper levels (not too loud, not too low).
- Make sure you have no overpowering background noises (popping "p's", wind, echoes, lights, mic interference, phones, talking, automobiles, etc).
- Interviews, natural sound and/or voice-overs should be done on a separate mic (handheld or lavalier) from the on-camera mic.
- The on-camera mic should be used to record natural sounds.

Camera Movement

- Pans, tilts, zooms and off-the-shoulder shots can be dangerous, and should only be used by experienced photographers. It will expose an amateur photographer. Use carefully or not at all.

- Unless it helps the shot to shoot off the shoulder, always use a tripod.

Shot Composition

- Subjects and objects should be placed properly in frame.
- Subjects should have proper headroom, nose room, leading space and avoid bad backgrounds.

Interviews/ Hosts

- The person being interviewed needs to answer questions, looking directly at the interviewer/host and not the audience (camera). So they need to be placed properly in frame.
- The same applies when the host is talking to the guest. When the host is addressing the audience (viewers at home) then they look at the camera.

Music

- Music shouldn't overpower interviews, commentary or narration and should be appropriate for the production.
- You shouldn't have competing voices (narrator and the singer of background song).
- Music selected must be copyright/royalty-free, otherwise you need written permission from the copyright holder to use the music for the productions.

Transitions

- No "jump cuts" or empty frames in the final production.
- Transitions should be smooth and clean (unnoticeable).
- Use plain edit cuts or dissolves only.
- Plan ahead for in-camera transitions and NOT fancy effect transitions in your editing system.

Text

- Text should be clear, bold and easy to read.
- Text should have good contrast from background.
- Stay away from bright green, pink and red.
- Shadows should always be black or gray.
- Fonts should be consistent in style, size and color throughout the production. Keep text short and sweet.
- Text must be placed within the safe title area and be placed properly in the frame.
- Duration of the text should be just long enough for an average reader to read aloud.

Shooting Formats

- Video must be shot on a high quality professional/prosumer camera or camcorder.
- Must be shot in 16:9 aspect ratio.

Timing

- Always time your production to the exact second & frame as required or asked for if required.

For any questions contact Media Operations and Production Coordinator, Adrian Guzman.