

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 links from digitaljuice.com are provided at the end of the section for further video tutorials and production tips (must have internet connection to view).

Video (Exposure / Color Temperature / Focus)

- Video must be properly white balanced to outdoor or indoor color temperature. *(see the Temperature of Color_)
- 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). *(see Into the Blur)

Lighting

- Subjects/objects need to be lit properly. No under or over exposure from artificial or natural light. *(see Light Right & Light my Background).

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). *(see Preventing Plosives)
- Interviews, natural sound and/or voice-overs should be done on a separate mic (handheld or lavalier) from the on-camera mic (do not show handheld mics in the frame). *(see VO Tips and Tricks , Ear Candy and Sound Advice)
- The on-camera mic should be used to record natural sounds. * (see Pickup the Right Mic ,

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. *(see Hold it Right There!)

Shot Composition

- Subjects and objects should be placed properly in frame.
- Subjects should have proper headroom, nose room, leading space and avoid bad backgrounds. *(see I've Been Framed & Creative Camerawork)

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. *(see Awesome Interviews & I've Been Framed)

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. *(see Make Your Bed & Ear Candy)

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. *(see Shooting to Edit)

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. *(see Faulty Fonts, Good Text-ations, and I've Been Framed)

Shooting Formats

- Video must be shot on a high quality professional/prosumer NTSC camera or camcorder.
- Must be shot in 4:3 or 16:9 aspect ratio.
- Examples of formats to shoot in: DV, MiniDV, DVCam, Beta SP, DVC-Pro, DVD, HD, HDD, HDV or memory cards (that can shoot in correct aspect ratios)
- Examples of formats NOT to shoot in: VHS, S-VHS, Hi-8, Digital-8, and memory cards (that can't shoot correct aspect ratios)

Timing

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

DJ TV Links

Temperature of Color (<http://www.digitaljuice.com/djtv/detail.aspx?sid=68>)

Into The Blur (<http://www.digitaljuice.com/djtv/detail.aspx?sid=48>)

Light Right (<http://www.digitaljuice.com/djtv/detail.aspx?sid=60>)

Light My Background (<http://www.digitaljuice.com/djtv/detail.aspx?sid=71>)

Preventing Plosives (<http://www.digitaljuice.com/djtv/detail.aspx?sid=50>)

VO Tips and Tricks (<http://www.digitaljuice.com/djtv/detail.aspx?sid=121>)

Ear Candy (<http://www.digitaljuice.com/djtv/detail.aspx?sid=98>)

Sound Advice (<http://www.digitaljuice.com/djtv/detail.aspx?sid=145>)

Pickup the Right Mic (<http://www.digitaljuice.com/djtv/detail.aspx?sid=90>)

Hold It Right There (<http://www.digitaljuice.com/djtv/detail.aspx?sid=72>)

I've Been Framed (<http://www.digitaljuice.com/djtv/detail.aspx?sid=66>)

Creative Camerawork (<http://www.digitaljuice.com/djtv/detail.aspx?sid=81>)

Awesome Interviews (<http://www.digitaljuice.com/djtv/detail.aspx?sid=84>)

Make Your Bed (<http://www.digitaljuice.com/djtv/detail.aspx?sid=100>)

Shooting to Edit (<http://www.digitaljuice.com/djtv/detail.aspx?sid=150>)

Faulty Fonts (<http://www.digitaljuice.com/djtv/detail.aspx?sid=53>)

Good Text-ations (<http://www.digitaljuice.com/djtv/detail.aspx?sid=75>)

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