OKLAHOMA
OTA
TECHNOLOGY ASSOCIATION

OK Student Media Festival
Marketing/Public Relations
Judging Criteria

Program Title:_____Category: _____

Entry Number: _____

Target Audience: _____

Communication Objective: _____

MESSAGE DESIGN ELEMENTS (48%)	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Objectives: To what degree does the program accomplish its stated objectives? If necessary re-read the program objectives.	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15 16	
Design Strategy: Are good principles of communication of instruction applied to the development of the material? Is the content organized? Is there a logical, understandable flow?	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15 16	
Treatment: To what degree is the treatment of the subject matter effective? Are appropriate production techniques used to focus on the critical components of message design?	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15 16	

CREATIVE (32%)	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Writing: Is the script clear and understandable? Is the language appropriate for the program treatment, subject matter and audience level? Does writer effectively use special techniques (e.g. script without beginning, middle, end, etc.) to increase effectiveness of program? If script does not fit traditional style (e.g. narrative constructed totally from sound bytes), is it appropriate? Does it convey a clear, understandable message?	1	2 3	4 5	6 7	8	
Direction: To what degree did the director successfully manage the integration of all program elements to achieve the stated objectives?	1	2 3	4 5	6 7	8	
Editing: To what degree did the editing techniques contribute to the program's effectiveness (pacing, shot selection, flow, etc.)?	1	2 3	4 5	6 7	8	
Artistic Use of Medium: To what degree do the following elements contribute to the quality of the material presented? • Music selection • Set design • Special effects • Talent selection • Graphics design • Animation • Lighting design Would the program still achieve the stated objectives without these elements? Do these items improve or enhance the program and not cover up poor program design?	1	2 3	4 5	6 7	8	

PRODUCTION ELEMENTS (20%)	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Camera: To what degree was the videography effective? Was the camera steady? Were the moves smooth? Was the exposure correct?	1	2	3	4	5	
Lighting: To what degree did the lighting contribute to the overall effectiveness of the program? Was there the proper ratio of key, back, fill, etc.? Was lighting consistent from scene to scene?	1	2	3	4	5	
Audio: Was there distortion? Was there appropriate balance between level of music, narration and effects? If used, were sound effects or music effective and appropriate? Did presence level match shot perspective? Where appropriate, does unique treatment of sound track (e.g. where music, sound effects or narration only are used) add to the effectiveness of the program?	1	2	3	4	5	
Talent: To what degree did the talent's performance (whether pro/amateur, on-camera/voice-over) contribute to the program's effectiveness?	1	2	3	4	5	

Notes: Marketing and Public Relations entries may be of any length but judges may view only first 7 minutes.