



OK Student Media Festival Visual Effects Judging Criteria

Program Title: _____ Category: _____

Entry Number: _____

Target Audience: _____

Communication Objective: _____

MESSAGE DESIGN ELEMENTS	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: 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	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Design: Does the project convey an identifiable association with the product? Does the animation flow from one element to another? Is the animation length sufficient for its application?	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? Does the newscast flow smoothly from one segment to the next?	1	2 3	4 5	6 7	8	
Editing: To what degree did the editing techniques contribute to the program's effectiveness?	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? <ul style="list-style-type: none"> • Music selection • Special effects • Graphics design • Lighting design • Audio effects 	1	2 3	4 5	6 7	8	

PRODUCTION ELEMENTS	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
Resolution: To what degree was the resolution effective? Were the animation moves smooth? Was the exposure correct? Was the animation correctly framed?	1	2	3	4	5	
Lighting: To what degree did the use of light and shadows contribute to the overall effectiveness of the program? Was light sourcing consistent?	1	2	3	4	5	
Audio: Was there distortion? Was there appropriate balance between level of music, narration and sound effects? If used, were sound effects or music effective and appropriate? Were levels consistent? Was the sound properly equalized?	1	2	3	4	5	
Movement: Were the beginning and ending orientations logical? Did the motion imply logical direction? Was the mass consistent throughout the movement? Was appropriate aspect ratio maintained?	1	2	3	4	5	

NOTE: Visual Effects category is for productions such as animated logos and illustrations.