

15C - Promotional Video - (32 points possible)

*The Critique Sheet is used for feedback to the contestant.
 High marks do not necessarily mean an award will be given.*

Strengths:
Suggestions:

Sound Bites Sound bites help explain to the audience what PSPA does and why schools around the state should be involved in PSPA.	4	3	2	1	0
Lighting Lighting for sound bites should be adequate. There is good use of natural light (if applicable). Sound bites are not shot against windows or other backlighting.	4	3	2	1	0
Video B-Roll Good shot composition, varied shots (wide, medium, close-ups). Lack of unnecessary camera movement (steady).	4	3	2	1	0
Editing What we hear is what we see. B-Roll matches what we are hearing about in sound bites. Video is free of jump cuts. Video is free of empty/black frames. Sound bites are not cut off mid-sentence. Shots in the video change every few seconds to maintain visual interest (shots used are not too short and not too long). B-roll is seen for long sound bites.	4	3	2	1	0
Music Music is royalty free, and the URL for the track used is provide in addition to the URL explaining the license for usage. License should be designated a "free for commercial use" or otherwise free for any use (there should be no limitations or restrictions for use).	4	3	2	1	0
Audio Audio levels are consistent throughout the video and levels are near zero dB. There is good balance between sound bites and music in the video. Sound bites are clear and understandable.	4	3	2	1	0
Graphics The PSPA logo and colors are used in either the intro and/or outro of the video. The PSPA logo should be seen to intro the video.	4	3	2	1	0
Messaging The video successfully explains and promotes PSPA to those who have not heard of the organization. The function and purpose of PSPA is understood. The video is upbeat and energetic.	4	3	2	1	0

4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
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