**Promotional Video Judging Packet**

**School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotional Video Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Creativity: \_\_\_\_\_\_/10**

**Adherence to Rules: \_\_\_\_\_\_/10**

**Display of Passion and Club Involvement: \_\_\_\_\_\_/10**

**Development of Theme: \_\_\_\_\_\_/10**

**Neatness and Quality: \_\_\_\_\_\_/10**

**Total: \_\_\_\_\_\_/50**

**N.B**. No awards may be given if the scoring of entries are below 30.

**Creativity: \_\_\_\_/10**

* Is there a high level of originality in the video?
* Does the video include an innovative storyline, style, and/or format?
* Does the video make use of technology in various forms of multimedia?

**Adherence to Rules: \_\_\_\_\_/10**

* Does the video stay within 2-5 minutes?
* How does the video appeal to the general public for promotional purposes?
* Is no more than 25% of the video material taken from the same school’s submission from past years?
* Are the end credits accurate and holistic?

**Display of Passion and Club Involvement: \_\_\_\_\_/10**

* Does the video show a clear passion for the Classics?
* Does the video display knowledge of and enthusiasm for the subject?
* Is strong club involvement evident in the production of the video (this includes any part of the creative process; i.e. writing, acting/being in, editing, etc.)? Please keep in mind that club’s size when judging.

**Development of Theme: \_\_\_\_\_/10**

* Does the video address the question: Why do you love the Classics?
* Is the video representative of the mission of the OJCL?
* Can a non-JCL audience effectively understand the video?
* Does the video have a clear association with OJCL?

**Neatness and Quality: \_\_\_\_\_/10**

* Is the video aesthetically appealing? What is the visual quality of the graphics of the video?
* Can the audio be understood clearly?
* Are the audio and visuals free from distracting elements (e.g. sound level changes greatly between scenes/music, video changes between horizontal and vertical, etc.)?
* Does the film transition smoothly between scenes, clips, images, and music?
* Is all text free of grammatical and spelling errors? Is the text readable to the viewer? Is it shown for an appropriate amount of time?

**Comments (must be specific and helpful in nature):**

I. REQUIRED: List three things that stand out about this video.

a.

b.

c.

II. List up to three things that could be improved about this video in a constructive and educational way.

a.

b.

c.

**Judges Initials: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**