



Digital Media Production (420)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Production Layout					
• Visual organization is easily understood	1–5	6–10	11–15	16–20	
• Aesthetic use of colors and fonts	1–5	6–10	11–15	16–20	
• Consistent format	1–5	6–10	11–15	16–20	
Total Production Layout (60 points maximum)					
Graphics/Media Use					
• Enhances theme	1–5	6–10	11–15	16–20	
• Creativity through use of graphic design	1–5	6–10	11–15	16–20	
• Effective use of audio	1–5	6–10	11–15	16–20	
• Effective use of innovative technology	1–5	6–10	11–15	16–20	
• Effective use of lighting and special effects	1–5	6–10	11–15	16–20	
Total Graphics/Media Use (100 points maximum)					
Content					
• Video is generated for target audience	1–5	6–10	11–15	16–20	
• Well developed and portrays theme	1–5	6–10	11–15	16–20	
Total Content (40 points maximum)					
TECHNICAL POINTS (200 points maximum)					