



Today's students. Tomorrow's business professionals.

Digital Media Production (420)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		

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)					

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