



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:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Individual Entry Form (must be keyed but does not have to be signed for pre-submission) AND Release Form (must be keyed but do not have to be signed for pre-submission) in one combined .pdf document <i>All points or none are awarded by the technical judge.</i>				10	
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 and digital assets	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 (210 points maximum)					