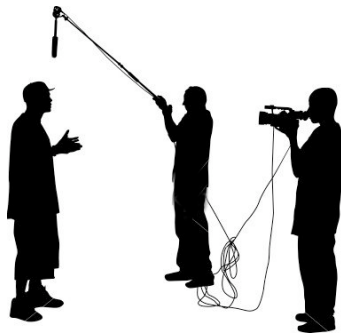


Madrona Film Festival



VIDEO

- ☞ Clear message, purpose, meaning
- ☞ Obvious plot, storyline & organization
- ☞ Variety of shot composition (ie: LS, WS, CU, mid-shot, low-angle, over-shoulder, etc.)
- ☞ Viewers are interested, entertained
- ☞ Audio enhances (goes with) video & stills but doesn't overpower or become the main focus.
- ☞ Thoughtful use of lighting (enhances or at minimum, doesn't distract).
- ☞ Steady camera (unless artistic rendering requires variation)
- ☞ Captivating beginning (title, poses a question, element of suspense, drama or excitement)
- ☞ Credits
- ☞ Post production editing enhances video (transitions, effects, audio, titles, etc.)
- ☞ Memorable!

Rating: Shade in the appropriate # of stars.

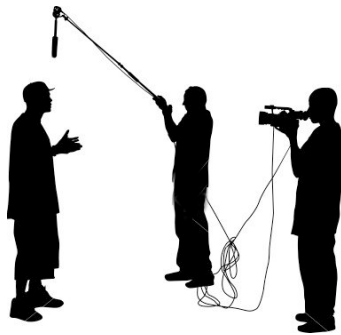


comments

Constructive comments will be most helpful to the producers. Positive feedback plus suggestions!

RATING: 4: award winning, memorable, excellent quality.
3: enjoyable video with many quality features, but lacks creative edge or technical components for superior quality.
2: not likely to view again, missing many elements of quality video

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