

1. Run-Time: 10-15 Minutes (10 Points)
2. Quality of Video Composition (20 Points)
  - a. Quality of Video Composition: Interview/Sources (10 Points)
  - b. Quality of Video Composition: BRoll/Secondary Footage (10 Points)
3. Quality of Audio Production (10 Points)
4. Quality of Subject Matter (10 Points)
5. Quality of the Sources Represented (10 Points)
6. Quality of the Intangibles (20 Points)
  - a. Quality of the Intangibles: Emotion (5 Points)
  - b. Quality of the Intangibles: Ambition/Scope (5 Points)
  - c. Quality of the Intangibles: Creativity (5 Points)
  - d. Quality of the Intangibles: Effect/Resonance (5 Points)
7. Redundancy versus Originality (10 Points)
8. Credits/Format (10)

**1. Run-Time: 10-15 Minutes (10 Points)**

- a. Run-Time for documentary submissions shall be no shorter than ten (10) minutes and no longer than fifteen (15) minutes.
- b. Failure to meet expectations will result in automatic deduction of ten (10) points.

**2. Quality of Video Composition (20 Points)**

- a. Quality of Video Composition: Interview/Sources (10 Points)
  - i. "Interview" components should be well composed, in-focus, employing diverse shot selection, and applies quality techniques such as: exposure, symmetry, headroom, vectors, smooth camera movement, "Rule-of-Thirds," etc.
- b. Quality of Video Composition: BRoll/Secondary Footage (10 Points)
  - i. "BRoll" components should be well composed, in-focus, employing diverse shot selection, and applies quality techniques such as: exposure, symmetry, headroom, vectors, smooth camera movement, "Rule-of-Thirds," etc.

**3. Quality of Audio Production (10 Points)**

- a. Audio Production is dynamic, mixed appropriately with appropriate levels for dialogue and music, and is not too loud/distorted.

**4. Quality of Subject Matter (10 Points)**

- a. Documentary subject matter/topic is unique, interesting, and engaging for the audience. One could argue that this documentary is distinguished/memorable compared to other submissions because of the quality of the subject matter.

**5. Quality of the Sources Represented (10 Points)**

- a. This documentary submission incorporates relevant primary and secondary sources, including an obvious representation of participants, witnesses, and experts. The strongest documentary submissions will employ a sampling of sources across diverse demographic criteria such as age, gender, ethnicity, culture, socioeconomic background, and life experience.

**6. Quality of the Intangibles (20 Points)**

- a. Quality of the Intangibles: Emotion (5 Points)
  - i. This documentary submission appropriately uses emotion for the purpose of engaging/connecting with an audience. The strongest documentary submissions employ emotion.
- b. Quality of the Intangibles: Ambition/Scope (5 Points)
  - i. This documentary submission clearly employs ambitious work/work ethic on part of the student producers.
- c. Quality of the Intangibles: Creativity (5 Points)
  - i. This documentary submission clearly employs creative/unique camera shots, video editing, post-production effects, distinctly original music, and/or animation.
- d. Quality of the Intangibles: Effect/Resonance
  - i. This documentary submission impacts the audience on such a dynamic, effective level that it clearly resonates with viewers and leaves an unforgettable, lasting imprint.

**7. Redundancy versus Originality (10 Points)**

- a. This documentary submission clearly avoids only/overly relying on the same types of shot composition, only uses one-to-two sources total, only using/reusing similar pieces of BRoll/secondary footage. The strongest documentary submission clearly employs original diverse shot composition, sources, and BRoll for the duration of the run-time.

**8. Credits/Format (10)**

- a. Credits are formatted per specific, minimal expectations.
- b. All persons appearing on-camera are appropriately identified for the audience.
- c. All external content incorporated is identified, cited, and credited appropriately.
- d. Failure to do so will result in an automatic deduction of ten (10) points.