



MIPA

**Michigan Interscholastic
Press Association**

MIPA Video Evaluation Form

School _____ City _____

Broadcast Name _____

School's Classification (Circle One) A B C D

Point Assessment and Awards

General Instructions to the Judge: Rank each submission on a scale of 0 though 4 in each category. Please use room available for suggestions and comments to help the staff understand concerns and problem areas. Please use a pencil to score.

4—Almost always—90%-100%

3—Usually evident—approximately 82-89%

2—Some evidence—approximately 75-81%

1—Minimum evidence—less than 75%

0—Does not meet criterion—not evident

Awards

220-198=Spartan

197-180=Gold

179-165=Silver

164 or less=Bronze

Total Number of Points Awarded _____

I. Script—32 points

- Adherence to broadcast style
(ie. crisp sentences, present tense, and conversational yet professional style)
- Action verbs and descriptive vocabulary
- Active voice
- Script complements video
- Lead-ins and outs
- Catchy, attention-getting beginning
- Creative approach is taken
- Covers topics completely and in-depth

II. Camera Work—32 points

- Variety of shots (i.e. close-up, medium, long)
- Compositional rules followed (rule of thirds etc)
- Image is in focus
- Image is steady
- Relevant and appropriate background
- Good lighting
- Camera has been white balanced
- Camera follows the action

III. Audio—20 points

- Music, when used, is appropriate to video
- Voiceover is clear and not overshadowed by music
- Ambient sound does not interfere with voice
(such as wind or background)
- Microphone levels are appropriate
- Audio levels are consistent

IV. Presentation—12 points

- Color bars are present
- Proper attribution given for music and talent
- Special effects do not distract from program

Comments

more

V. Graphics—32 points

- Readable font
- Font size appropriate
- Contrasting colors
- Simple and limited content—not long sentences
- Appropriate margins—type is not cut off
- Color choice of type does not bleed
- Graphics enhance overall impact
- Type is not in all caps

VI. Editing—32 points

- Appropriate, effective transitions used
- Logical, intuitive sequence of scenes
- Scenes of appropriate length to convey information
- Appropriate use of fades
- Editing is fluid, no glitches
- Pacing is appropriate and aids in delivery of the message
- Definite beginning middle and end
- Any special effects such as chromakey, title bars are effective

VII. Talent—36 points

- Professional appearance
- Positive and lively
- Good eye contact
- Posture and gestures are appropriate
- Voice (volume, speed and clarity) are appropriate
- Apparent preparation of information
- Good inflection of voice
- Appropriate grammar
- Delivery and choice of words is professional

VIII. Overall Impression—24 points

___ Informative

___ Professional

___ Drop out is not significant

___ Lighting, props, sets assist in delivering the message

___ Production reveals creativity and planning

___ Video leaves positive impact on the viewer

Total _____

Comments

end