



20th Annual Polk County Schools Video Awards



Judging Rubric for Category 3: Music Video

Videos entered in this category combine any style music with video scenes that tell a story or create an artistic impression. Maximum length is 5 minutes and judging criteria are as follows:

Artistic Match Between Music and Visual Images (30 points)

One of the biggest decisions any music video producer makes is deciding exactly what video scenes will be on the screen at every moment the song is playing. Many of us hear songs on the radio or on a musical device like an iPod before we ever see the matching video, and then find ourselves amused, disappointed, surprised, entertained, etc. when we see the music video produced to go with that song. Sometimes we believe that the video matches the music perfectly, while other times we disagree with the producer's interpretation of the song's meaning or mood.

Creativity (40 points)

Music videos became a popular form of both art and entertainment in the early 1980s. Since that time thousands of them have flashed across our theatre and television screens on movies, music video channels, and both news and sports broadcasts. With all those models to choose from, it is no wonder that some music videos emulate or parody others, an approach that can still be viewed as a form of creativity. That would be especially true if a school rewrites the lyrics of a popular song or has a vocal or instrumental group or individual within the school perform the song. Many artists, on the other hand, seek their own unique sound and look, writing, performing, and filming from scratch, an approach most would argue represents creativity in its highest form, and the approach that ITV encourages. If, however, you want to use an existing song, remember to secure written permission from the artist or publisher who has the rights to the song. For more information on copyright permission, see the official contest rules.

Technical Merit (30 points)

Judges will award up to five points apiece for each of the following technical elements:

- A. Sound clarity and volume
- B. Tripod-steady but often creative camera work, including proper framing and sufficient lead room, nose room, and head room
- C. Appropriate lighting, including the avoidance of silhouettes
- D. Editing smoothness
- E. Special effects
- F. Props and backgrounds