

VIDEOGRAPHIC CRITIQUE

PRODUCER/DIRECTOR _____

(Rate the following criteria below on a percentage grading scale from 0-100%):

___ **Camera Movement** - steady, fluid, slow pans, tilts, and zooms made the production look like "real TV". Interesting variety of appropriate and aesthetically pleasing camera movement, rather than inappropriate/distracting movement or too much of the same movement. Camera framing was optimum and usually delivered the "punch line" of shot, rather than arriving too late or leaving prematurely.

___ **Picture Selection** - choice of pictures effectively supported and enhanced the concept. Producer had the best pictures for the right part of the song, rather than ambiguous or inappropriate pictures at certain points which would reflect token effort.

___ **Footage Selection** - choice of roll-in footage effectively supported and enhanced the concept. Producer had the best footage for the right part of the song, rather than ambiguous or inappropriate roll-in at certain points.

___ **Title Design** - CG titles were legible, easily readable, and aesthetically designed to render a "professional look", rather than a "token effort" look. Titles were designed for optimum placement on the screen. Font Color was appropriate for the color in the shot.

___ **Editing** - overall pace of the production keeps audience interested, rather than being too slow or too fast. Good timing in delivering the appropriate shot at the right time. Editing of the shots enhanced or fit the rhythm of the music.

___ **Entertainment Value** - attracts and holds the interest of the average TV audience. Good choice of music and theme for audience enjoyment and interest.

___ **Communicative Value** - the production delivers an obvious mood, message, or social comment that is easily understood by the general TV audience. The combination of the song and the selected visuals creates a unique concept and/or effective social comment.

The **THEME** or **MESSAGE** of this production is:

___ **OVERALL GRADE/COMMENTS:**