Music Video Production Critique

STRENGTHS

2 = Totally Awesome!
1 = Definite Strength

1. Good concept: Creative choice of material for audience enjoyment and high “entertainment value”.
2. Creative stage design, art direction, and costuming contributed to high “production value”.
3. Good casting enhanced the production (you chose the right performers/dancers/actors for the parts).
4. Well-organized, practical script for student production crew capabilities and class time limitations.
5. Well-written script makes its point in clear, concise imagery and action that is easily understood by audience.
6. Well-paced script tells the story efficiently with no “slow” parts.
7. Good picture quality - lighting, exposure, color balance give footage a professional look, (looks like “real TV”).
8. Good shot composition and staging - framing/design of shots reflect professional expertise and aesthetic taste.
9. Variety of shots - use of different camera angles (low, overhead) and shots (XCU, CU, OS, LS) kept it interesting.
10. Camera movement (zooms, pans, tilts, dollies) were fluid, steady, and appropriate in enhancing the music video.
11. Well-timed cuts and fluid continuity make the editing virtually unnoticeable to the audience, (seamless edits).
12. Maintenance of consistent proc amp settings (luminance, pedestal, tint, chroma) kept shots properly matched.
13. High-quality audio with clean, clear lyrics and music throughout the video. (No hum or hiss).
14. Consistent and optimum audio levels maintained throughout the music video. (No pegs or dips).
15. Balanced mix between audio tracks. (One audio channel doesn’t overpower or mask the other channel).
16. Seamless transitions in audio track intros and exits. (No abrupt jolts or voids).
17. Appropriate choice of music which enhanced and supported the intended mood or tone of the drama.
18. Titles/graphics were legible, easily readable, and aesthetically designed to render a professional look.
19. Ability to work cooperatively and effectively with co-producers and crew.
20. Well-written, detailed, pertinent project report which reflects thorough, astute observations and evaluation.

WEAKNESSES

2 = Major Problem!
1 = Definite Weakness

21. The production generally lacks “entertainment value” to keep audience interest. (Tends to be boring).
22. Sets, locations, props, and costumes lacked “production value”. (Minimal effort reflected in art direction).
23. Bad casting - performers/dancers/actors were not professional or believable. (Minimal effort in casting reflected).
24. Project was too simple for a music video production in this class. (Not challenging enough).
25. Project was too ambitious for student production crews and class time limitations. (Too challenging).
26. Project was too long - could be easily shortened without disturbing the story line or entertainment. (Too long).
27. Pace is too slow - plot does not develop quickly enough to keep audience interest. (Too slow).
28. Concept/story was not developed adequately to effectively deliver the theme or message. (Underdeveloped).
29. Lighting was flat, dull, and amateurish in some scenes. (Minimal lighting effort reflected).
30. Not enough variety of camera angles. Too much of the same type of predictable shots. (Predictable and boring).
31. Overexposed, out-of-focus, or improper color-balanced footage looked unprofessional. (Technically bad video).
32. Staging and shot composition lacked creativity. Violation of 180 Rule causes viewer perspective problems.
33. Camera movements (zooms, pans, tilts) were unsteady or poorly paced. (Distracting, rather than enhancing).
34. Continuity problems were distracting and unprofessional looking. (Bad continuity).
35. Shot selection was inappropriate (out of place) at times. (Awkward - did not fit the continuity of the scene).
36. Some shots were up too long without a cut to another angle. (Bad pacing - no interspersing).
37. Inconsistent proc amp levels (luminance, pedestal, tint, chroma) were noticeable and distracting.
38. Poor audio quality - music tracks were noisy and difficult to understand in scenes. (Weak or noisy).
39. Inconsistent audio levels in some scenes were distracting. (Lack of riding gain reflected).
40. Bad mix - underlying ambient and music tracks tended to overpower or mask the lyrics. (Bad mixing).
41. Guillotine edits caused abrupt jolts or voids in some scenes. (Lack of “sneak fading” reflected).
42. Lip-sync problems during singing were distracting and amateurish looking. (Bad Lip-Sync to music).
43. Titles/graphics were simplistic, poorly designed, or out-of-place in video. (Minimal effort reflected).
44. Titles had legibility or readability problems which caused difficulties for the audience.
45. Ability to work cooperatively and effectively with co-producers and crew. (Lack of interpersonal skills).
46. You do not seem to have contributed as much to this production as your co-producers.
47. Major grammatical, spelling, (hopefully typos) and punctuation problems in project report. (Sloppy report).
48. Project evaluation lacked depth and pertinent observations. (Minimal, superficial effort reflected).