

Music Video Production Critique

2 = *Totally Awesome!*

1 = *Definite Strength*

STRENGTHS

- ___ 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.

2 = *Major Problem!*

1 = *Definite Weakness*

WEAKNESSES

- ___ 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).