

ICE BLOCK FILM FESTIVAL

Judging Rubric

All entries will be judged according to the same rubric. Along with adhering to guidelines, judges will look for achievements in cinematography and storyline.

50%
STORY

- Tells a compelling story (there is a point)

20%
EDITING

- Editing uses appropriate pacing and changes to fit the “mood” of the content
- Pacing keeps viewers interested (doesn't drag)
- All video clips fit the storyline and transitions between scenes thoughtfully executed (flows)

10%
FILMING /
CAMERA WORK

- Always in focus and steady (unless purposefully done)
- Camera movements and composition help portray the story (movements are planned, purposeful and provide impact)

10%
EFFECTS and
SOUND

- Sound always clear (unless purposefully done) and ambient noise always appropriate. Sound lends itself to the point.
- Background music and sound effects (FX) well balanced and enhance visuals
- Titles and subtitles always appropriate and clear

10%
APPEAL

- Originality and creativity in story telling
- General enjoyment of the film