

SCORE FORM

KYVL Video Contest

Purpose statement: The purpose of this video is to bring awareness to Kentucky residents and students (kids, adults, seniors, ethnic groups, etc.) of the Kentucky Virtual Library and its benefits.

Kentucky Virtual Library Video Contest – Judges’ Criteria				
Category	Desired Qualities and Elements of Video	Scoring		
		1-3	4-6	7-10
<i>Purpose/Audience</i>	Clear appropriate message, purpose of video established, voice and tone appropriate, clear focus and purpose			
<i>Script/Idea Development</i>	Well-written, representation of diverse users			
	Memorable/Interesting			
	Original and creative			
<i>Production Quality</i>				
 <i>Planning process</i>	Props/costumes, location match idea/script			
	Stays within the time limits specified			
	Pre-planning is evident , materials may have been sent with video			
 <i>Editing</i>	Flows smoothly and has good transitions			
	Communicates message clearly in the allotted time			
 <i>Sound</i>	Good quality audio			
	Appropriate music, if included			
 <i>Clarity</i>	Clear, appealing, imaginative and innovative-audio and images which fit the mood and are effective in communicating			
 <i>Appropriate Use</i>	All images, audio fit the purpose			
	Special effects fit the theme			
 <i>KYVL Elements</i>	KYVL logo, URL, Toll-free number			
	Total score			

Videos must be a digital file on CD. CD must be marked with school name, district, and labeled: KYVL Video Contest.

- **All content must be original to this year’s team and entry. Content from previous years should not be reused.**
- Use of any music, graphics, or images that breaks any copyright laws will automatically **disqualify** the video from judging.
- All copyright laws must be followed when using someone else's materials, ideas, music, graphics. Any use of music more than 30 seconds in length, or materials by another person or agency, must be credited properly.
- Anyone filmed in the video is expected to grant permission. Permission slips must be on file at the school.