

**GENERAL**

In general, the Festival asks students to create any short film they like, as long as it includes the 2011 feature item of **five dollar note**. Judges are looking for unique stories; creativity and simple story-telling is the key to a successful and meaningful short/feature film.

While the use of lighting, sound, music, visual and sound effects can always enhance an audience's viewing experience, greater weight is given to creativity, originality, and storytelling.

**STORYTELLING 30%**

How do you rate the filmmakers' as storytellers?

Consider in your rating:

- Does the story have a clear structure and plot?
- Are the characters adequately developed and relevant?
- Is the story original and engaging?
- Are the images arranged logically and effectively in a way that fits the purpose of the film?
- Does the film have pace and continuity?

**CREATIVITY AND ORIGINALITY 30%**

How do you rate the filmmakers' creativity and originality?

Consider in your rating:

- Does the writing and direction use imaginative and creative ways to include the feature item?
- Does the film exhibit originality?
- Does the film display innovative ideas or story telling techniques?

**TECHNICAL QUALITY 20%**

How do you rate the technical quality of the film?

There are three technical components to rate the technical skills and methods used:

**CINEMATOGRAPHY (10%)**

- Is the camera steady and are the shots framed and focused?
- Are close-ups and camera angles used to add meaning to the story?
- Is the lighting and camera positioning visually effective?

**EDITING (5%)**

- Does the editing help to clarify the story and enhance the pacing and flow of the story?
- Are transitions smooth and well paced or distracting?
- Are the opening titles and closing credits appealing and easy to read?

**AUDIO, MUSIC, SOUND EFFECTS (5%)**

- Does the audio and soundtrack complement the story?
- Is the dialogue and/or narration clear and easy to understand?
- If there are sound effects, are they appropriate to the story or do they detract from it?

**ENGAGEMENT 20%**

How do you rate the audience engagement of the film?

Consider in your rating:

- How strongly does this entry stimulate thoughts and ideas?
- Does the film provoke an emotional response?