

# **PID Audio Visual Contest Guidelines**

---

## **PHOTOGRAPHY/VIDEO**

### Technical Quality

Rate the exposure, focus, composition. Check for straight horizons, rule of thirds or necessity for breaking rules. Rate video quality if included, check for smooth movement and good focus.

### Appropriate to Purpose

Rate the appropriateness of images to the development of the story. Check that all are relevant and no distracting images were included. Rate the relevance of the video clips to the story and check that its use adds rather than distract.

## **SOUND/TEXT**

### Quality

Rate the quality of the sound and the appropriateness of the volume. Rate the consistency of sound and smoothness of transitions. Rate the balance between narration and music if both are used. Rate the use of text, if any, that the font is appropriate and readable.

### Appropriateness of sound/narration

Rate the relevance of the narration/text to the story, check that it does not repeat what is already obvious on the picture. Rate how well the maker has synchronized the sound variation to the image transitions

## **PRODUCTION**

### Integration and Flow

Rate that suitable dissolves are used and that the variation and timing is appropriate. Rate that image sizes, color and composition flow smoothly through the show.

### Structure & Technique

Rate that software techniques such as special effects, multiple transitions, zooming and panning add to the story rather than distract from it. Check that the beginning attracts interest and that the title is appropriate to the purpose of the essay. Rate the consistency of the middle of the essay to the purpose and how well the ending ties the story together.

## **PURPOSE**

### Clarity of intent

Rate how clear is the maker's intent in the show. Is he striving to inform, instruct, entertain, show a point of view or evoke an emotion?

### Theme Development

Rate how logically the theme or story is developed, check that it is not fragmented and that the theme is developed consistently through the show.

## **AUDIENCE APPEAL**

### Originality & Impact

Rate the freshness of the maker's idea and how strongly it attracts viewer's attention. Check for any unusual selection of images, unusual techniques or audio that captures the attention.

### Maintenance of Interest

Rate the appropriateness of show length. Rate how satisfied the viewer is from watching the show and whether or not he wants to see more or relieved it's over.