

FALKIRK CC - AV JUDGING - THURSDAY 30th JAN 2020

Judge ; Andy S Hayes ARPS EFIAP/b DPAGB PPSA

SOME OF THE CRITERIA USED TO JUDGE THIS COMPETITION.

GENERAL

Thank you for inviting me to judge this AV competition.

While relatively only a small number of entries the standard is good and made my job very difficult. Many of these could easily have been the winner, they are so close and very diverse.

I have no idea about the skills and experience of the authors and have to judge the submissions against each other regardless of the authors skills.

Prepare yourselves for an AUDIO - VISUAL Educational rollercoaster.

PICTURES

Should be competent, well composed, correctly exposed and balanced.

Composition requires to tie in with other images.

The relationship between images is important.

Images should be same size and orientation.

SOUNDTRACK

Quality and complexity should be achievable and precise.

Dialogue should be clear with gaps to absorb.

PRODUCTION

Should have a beginning, middle and end.

The whole should be the sum of the parts and fluid.

Transitions should be carefully chosen and used where needed but not over used.

AV should create another world for others to be invited into.

The audience should be changed in some way, informed, happy, angry by the use of appropriate images, sound, music and transitions.

SOME KEY QUESTIONS TO ASK

- 1. IS THERE A TITLE**
- 2. DID IT HOLD TOGETHER**
- 3. WAS IT A SEQUENCE OR A COLLECTION OF IMAGES**
- 4. WAS THERE A STRUCTURE**
- 5. WAS THE PHOTOGRAPHY TECHNICALLY AND PICTORIALLY GOOD**
- 6. DID THE SOUNDTRACK MATCH THE MOOD OF THE IMAGES**
- 7. WAS THE SOUNDTRACK CRAFTED OR JUST A PIECES OF MUSIC**
- 8. WAS THE SOUNDTRACK CLEAN, SCRIPT GOOD AND DIALOGUE WELL SPOKEN**
- 9. WAS THE SOUNDTRACK BALANCED WITH THE DIALOGUE**
- 10. WERE THE TRANSITIONS APPROPRIATE**
- 11. HAS THE SEQUENCE BEEN PADDED OUT**
- 12. WAS THERE AN OBVIOUS END**