



# Spartan Video Critique

Production Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Year \_\_\_\_\_

**To have your video production evaluated, your student media outlet must be a current MIPA member.**

Michigan Interscholastic Press Association  
Michigan State University School of Journalism  
404 Wilson Road, Room 305  
East Lansing, MI 48824  
517-353-6761  
mipamsu.org  
mipa@msu.edu

# OVERVIEW

## SPARTAN VIDEO ENTRY

Entry materials must have been produced during the current academic school year and should include three (3) newscasts. Submissions should be from their original air/uploaded date, and they should be as they aired (ie, no editing afterward).

Advisers are encouraged to include a memo to the judge detailing any special school situations, concerns or problems with the production.

## CRITIQUE OVERVIEW

This Video Critique Form is designed to provide a framework for the judge in evaluating the video production, to reward the staff for creativity and accomplishment and to provide suggestions for improvement for future issues. We have tried to make this guide as open-ended as possible to allow the judge to consider all aspects of the student production and its audience.

We want to allow staffs as much latitude as possible in creating productions that fit their school and community. All of this must, of course, be built around video industry standards. This evaluation is designed to provide meaningful feedback and to recognize and reward excellence.

With this in mind, we award the following ratings:

### **Spartan Award**

220–198 points (100–90 percent)

### **Gold Medal**

197–176 points (89–80 percent)

### **Silver Medal**

175–154 points (79–70 percent)

### **Bronze Medal**

0–153 points (below 70 percent)

## GENERAL INSTRUCTIONS TO JUDGE

Please view at least 20 minutes of each of the submitted newscasts. This form may be completed and returned to MIPA as a digital PDF or as a print document completed in pencil. If you have any questions, please contact the MIPA office at [mipa@msu.edu](mailto:mipa@msu.edu) or 517-353-6761. Thank you!

Rank the submission on a scale of 0–4 (described below) in each of the categories on the following pages. Please use the space provided for suggestions and comments that will help the staff to understand concerns and problem areas and how they may be improved.

**4 — Almost always:** 90–100 percent

**3 — Usually evident:** about 82–89 percent

**2 — Some evidence:** about 75–81 percent

**1 — Minimum evidence:** less than 75 percent

**0 — Does not meet criterion:** not evident

# BROADCAST WRITING — 28 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_ Uses short, concise sentences
- \_\_\_\_ Uses a conversational tone
- \_\_\_\_ Includes all news elements: who, what, when, where, why and how
- \_\_\_\_ Uses active voice ("Firefighters work the blaze," not "the blaze is being worked by firefighters.")
- \_\_\_\_ Uses present tense
- \_\_\_\_ Script complements video (e.g. b-roll)
- \_\_\_\_ Leads-in and -outs are effective

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

## Broadcast Writing Strengths:

## Broadcast Writing Recommendations:

**Broadcast Writing Score** Add points awarded above

\_\_\_\_ /28 points

# CAMERA WORK — 28 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Tripods are used consistently; shots are steady
- \_\_\_\_\_ Stories feature a variety of angles/shots (e.g. long shot, medium shot, close-up)
- \_\_\_\_\_ Camera shots are focused and white-balanced
- \_\_\_\_\_ Backgrounds of interviews are relevant to the story and/or aren't boring (e.g. avoids shooting straight in front of walls or lockers)
- \_\_\_\_\_ Work showcases proper lighting techniques (students are not expected to always have light kits, but it should be clear students are using the best available light and avoiding backlighting from positioning interviews in front of windows)
- \_\_\_\_\_ Camera moves are smooth when used (which should be sparingly)
- \_\_\_\_\_ Camera work regularly follows compositional rules (e.g. rule of thirds)

## JUDGING SCALE

**4 — Almost always:** 90–100 percent

**3 — Usually evident:** about 82–89 percent

**2 — Some evidence:** about 75–81 percent

**1 — Minimum evidence:** less than 75 percent

**0 — Does not meet criterion:** not evident

## Camera Work Strengths:

## Camera Work Recommendations:

**Camera Work Score** Add points awarded above

\_\_\_\_\_ /28 points

# AUDIO — 20 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Music, when used, is appropriate to video
- \_\_\_\_\_ Voice-over is clear and not overshadowed by music or natural sound
- \_\_\_\_\_ Natural sound is used appropriately
- \_\_\_\_\_ Correct mic usage is evident
- \_\_\_\_\_ Audio levels are consistent

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

### Audio Strengths:

### Audio Recommendations:

**Audio Score** Add points awarded above

\_\_\_\_\_ /20 points

# GRAPHICS — 24 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Graphics enhance the audience's understanding of the story
- \_\_\_\_\_ Graphics avoid whole sentences; they avoid all caps; and they avoid misspellings
- \_\_\_\_\_ Text is easy to read (letters are bold, good contrast between text/edge and background)
- \_\_\_\_\_ Appropriate margins; all text is within the "safe area"
- \_\_\_\_\_ Lower thirds (aka "name graphics") are used regularly for names, websites, email addresses, etc.
- \_\_\_\_\_ Font choice/size/style is consistent, and serif fonts are avoided

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

## Graphics Strengths:

## Graphics Recommendations:

**Graphics Score** Add points awarded above

\_\_\_\_\_ /24 points

# INTERVIEWING — 32 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_ Appropriate mic is used. If an external mic is not used, the camera is very close and the interview is shot in a quiet environment
- \_\_\_\_ Interview is framed correctly, using the rule of thirds
- \_\_\_\_ Interviewee does not hold the mic and does not stare at the camera
- \_\_\_\_ Camera shots are "elbows up" or tighter
- \_\_\_\_ Setting reflects the focus of the story
- \_\_\_\_ Reporter asks open-ended questions (questions don't need to be heard, but this should be evident by the answers given by interviewees)
- \_\_\_\_ B-roll is used when needed and jump cuts are avoided
- \_\_\_\_ Interviewees are identified with lower-thirds graphics

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

## Interviewing Strengths:

## Interviewing Recommendations:

**Interviewing Score** Add points awarded above

\_\_\_\_ /32 points

# NEWS REPORTING — 16 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Clear news angles/elements dictate the content
- \_\_\_\_\_ Stories clearly convey the who, what, where, when and why
- \_\_\_\_\_ Appropriate for intended audience
- \_\_\_\_\_ Packages use an appropriate amount of b-roll, interviews and voiceovers to tell stories

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

## News Reporting Strengths:

## News Reporting Recommendations:

**News Reporting Score** Add points awarded above

\_\_\_\_\_/16 points



# TALENT — 24 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Professional/appropriate appearance
- \_\_\_\_\_ Good eye contact and posture
- \_\_\_\_\_ Voice (volume, speed and clarity) are appropriate
- \_\_\_\_\_ Anchor seems knowledgeable/prepared
- \_\_\_\_\_ Good inflection of voice
- \_\_\_\_\_ Delivery and choice of words is professional

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

### Talent Strengths:

### Talent Recommendations:

**Talent Score** Add points awarded above

\_\_\_\_\_/24 points

# EDITING — 24 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Transitions are primarily cuts and fades; other types of transitions, when used, are appropriate
- \_\_\_\_\_ Logical, intuitive sequence of shots
- \_\_\_\_\_ Shots/scenes are of appropriate length to convey information
- \_\_\_\_\_ Avoids jump cuts
- \_\_\_\_\_ Editing is fluid, no glitches
- \_\_\_\_\_ Pacing is appropriate and adds in delivery of the message

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

### Editing Strengths:

### Editing Recommendations:

**Editing Score** Add points awarded above

\_\_\_\_\_ /24 points

# OVERALL IMPRESSION — 24 POINTS

Rank the submission on a scale of 0–4 in each of these areas:

- \_\_\_\_\_ Informative
- \_\_\_\_\_ Professional
- \_\_\_\_\_ Free of technical errors
- \_\_\_\_\_ Lighting, props, sets assist in delivering the message
- \_\_\_\_\_ Production reveals creativity and planning
- \_\_\_\_\_ Video leaves positive impact on the viewer

## JUDGING SCALE

- 4 — Almost always:** 90–100 percent
- 3 — Usually evident:** about 82–89 percent
- 2 — Some evidence:** about 75–81 percent
- 1 — Minimum evidence:** less than 75 percent
- 0 — Does not meet criterion:** not evident

**Overall Impression Strengths:**

**Overall Impression Recommendations:**

**Overall Impression Score** Add points awarded above

\_\_\_\_\_/24 points

# FINAL ANALYSIS

CATEGORY	TOTAL POINTS
Broadcast Writing	_____/28
Camera Work	_____/28
Audio	_____/20
Graphics	_____/24
Interviewing	_____/32
News Reporting	_____/16
Talent	_____/24
Editing	_____/24
Overall Impression	_____/24
<b>Total</b>	_____/220

Select award:

- SPARTAN AWARD**  
220-198 points (100–90 percent)
- GOLD MEDAL**  
197–176 points (89–80 percent)
- SILVER MEDAL**  
175–154 points (79–70 percent)
- BRONZE MEDAL**  
0–153 points (less than 70 percent)

## SUMMARY COMMENTS:

**Judge's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Type name if completing evaluation electronically.

Thank you for evaluating student media for the Michigan Interscholastic Press Association!