

# 2017-2018 BANK JUDGING PACKET



## Guidance on Scoring Criteria:

### Overall Impression:

Will the video spark interest from teens and help them learn something from its fresh perspective?  
Did you enjoy watching it? Is the video memorable?

### Production Value would be a “10” when the following are true:

Actors/presenters appropriately used to fully understand the message.

Clarity and effects added to overall quality of piece.

Effective lighting enhanced video message. Special effects successfully included.

Editing cuts and transitions successfully employed to convey message.

Excellent understanding of camera work elements. Story enhanced with appropriate creative camera work, such as panning – the horizontal movement or rotation to include setting – and composition.

### Message score would be a “10” when the following are true:

Script/story is easily illustrated, which suits the mood and style of the content. Story is clear from beginning to end.

Importance of smart money management communicated throughout segment.

Setting appropriately used to advance story.

Ideas presented in an appealing way that caught my attention and provided credible information that convinced me savings is critical.

### Creativity score would be a “10” when the following are true:

Ideas conveyed with a fresh approach. Unlike anything seen before.

Presenters/characters conveyed savings message with a fresh approach.

Graphic elements added interest and provided fresh message development

Props and special effects used were appropriate and effectively utilized to enhance story.

Visual elements, such as graphs, statistics or even animation, used to successfully convey information and support message.