



VIDEO CRITERIA FOR CATEGORIES #126 – 131

Please read the editorial profile for each entry before judging the entry.

Score your responses on a scale of one to ten in which:

1=unacceptable
7=above average

3=below average
9=very good

5=average
10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.

Place your single score for each entry in the "score" box on your judging form.
EDITORIAL AND DESIGN JUDGES, CHOOSE WHAT CRITERIA APPLIES TO YOU
AND SCORE ACCORDINGLY.

126, 129 Best Video Channel

- Does the video content align to the Magazine, website or mobile platform vision AND enhance the content's value?
- Is the video of good quality, with appropriate graphics, and narrative?
- Is the content appropriate to the audience?
- Is the video content clearly focused?
- If an interview, do questions proceed clearly and logically?
- Does the introduction, graphics and image elements extend from the sister brand?
- Is there a call to action, conclusion or referral to sister brand in video?
- Is the host (narrator) skillful at weaving interviews and content together for a cohesive presentation?
- Is the video content noteworthy?
- How many shares, views & likes did the video receive?

127, 130 Best Use of Video in Editorial Short Form/Consumer

- Is the video clearly an editorial product?
- Does the video entertain?
- Do the graphics enhance the overall video?
- Is it less than five minutes in length?
- Are you certain that it is not user-generated content?

(Judges are looking for creativity, quality in filmmaking, graphic components and how best the video enhances the editorial OR stands alone as a video element.)

128, 131 Best Use of Video in Editorial Long Form/Consumer

- Is the video clearly an editorial product?
- Does the video entertain?
- Do the graphics enhance the overall video?
- Is it between five and 30 minutes in length?
- Are you certain that it is not user-generated content?

(Judges are looking for creativity, quality in filmmaking, graphic components and how best the video enhances the editorial OR stands alone as a video element.)