



**VIDEO CRITERIA**  
**EDITORIAL & DESIGN**  
**FOR CATEGORIES #126 – 131, #138-140, #175-177**

**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, 138, 175 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, 130,139,176 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, 131,140,177pp 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.)*