



## Guidelines for Rating Videographic Quality

### Excellent:

All the "Very Good" technique characteristics plus: Fresh approach. Elicits strong emotional response Editing techniques do not get in the way of the subject matter Video flows smoothly from one section to another and appears to effortlessly draw the viewer in An excellent video has the "WOW" factor.

### Very Good:

Memorable  
Unique creativity  
Emotionally moving (where appropriate)  
Editing variety  
Sound and visuals are working together

### Good:

All the above characteristics plus added element of creativity

### Average:

What is minimally expected form a professional i.e. technically proficient  
Steady camera  
Correct focus  
Correct white balance  
Solid audio  
Basic editing

### Poor:

Shaky camera  
Over-exposure or under-exposure  
Poor sound quality  
Poor shot selection, poor choice of material  
Unprofessional editing