

MUSIC VIDEO (COVER OR ORIGINAL)

The Music Video category invites student filmmakers to merge visual storytelling with musical artistry. Whether bringing an original student composition to life or crafting a fresh artistic interpretation of an existing song (cover), submissions should showcase strong rhythmic editing, compelling performance, and cohesive visual style. Entries must demonstrate high technical quality in camera work, lighting, and audio synchronization while maintaining a school-appropriate narrative or concept.

Maximum Length: 3-Minutes

Key Criteria Elements Covered:

- **Performance & Synchronization:** Precise lip-syncing, engaging screen presence, and edits cut tightly to the track's rhythm.
- **Visual Identity & Style:** Creative use of cinematography, dynamic framing, lighting design, set styling, and color grading to establish a clear mood.
- **Conceptual Storytelling:** A distinct narrative, thematic abstract style, or choreographed concept that enhances the musical composition.
- **Technical Integration:** High-fidelity audio playback paired seamlessly with crisp video editing and polished post-production.

Music Video (Original & Cover) Rubric (Max 100 Points)
Submissions: Original Song Music Videos & Covered Track Music Videos

Length: 3 Minutes Max | **Focus:** Visual interpretation, audio/lyric synergy, cinematic execution, copyright compliance.

Criteria	Points	Scoring Focus & Key Indicators
Audio Execution & Composition <i>(Evaluated by Track Type)</i>	0 – 25	Option A (Original Audio): Song is 100% student-composed and produced. Evaluates melody, lyrical depth, instrument/vocal mix, and overall audio mastering. Option B (Cover Audio): Creative vocal/instrumental re-imagining or clean editing of a commercial track. Evaluates audio cut precision (fitting < 3 min), mix balance, and alignment with non-offensive lyric guidelines.
Visual Interpretation & Lyric Alignment	0 – 20	• Visuals effectively translate the song’s sensory, emotional, and cognitive meaning. • Clear visual concept, narrative storyline, or thematic atmosphere matching the music's tone. • Seamless synchronization between visual cues, lyric pacing, and audio dynamics.
Cinematography & Visual Techniques	0 – 20	• Strong foundation in fundamental camera techniques (Rule of Thirds, intentional shot angles, lighting). • Effective camera movement, focus control, exposure consistency, and visual framing. • Thoughtful set design, location selection, and visual style.

Criteria	Points	Scoring Focus & Key Indicators
Editing, Performance & Lip-Sync	0 – 20	• Precision rhythm editing cut to the beat or tempo changes of the music. • High-energy or emotionally convincing on-camera musical/acting performance. • Tight, believable lip-syncing execution throughout (if applicable to the video style).
Overall Audience Engagement & Legal Rules	0 – 15	• Keeps the viewer fully engaged from start to finish with strong overall artistic impact. • Strict compliance with school-appropriate content rules (no weapons, drugs, profanity). • Full adherence to copyright documentation/permission forms for non-original assets.

Scoring Tier Guide for Judges

- **90 – 100 Points (Exemplary):** Outstanding visual storytelling; pristine audio mix; precise rhythmic editing and performance sync; fully compliant.
- **75 – 89 Points (Accomplished):** Strong visual concept; good technical execution; minor flaws in lighting or lip-sync timing that do not detract from overall enjoyment.
- **60 – 74 Points (Developing):** Visuals somewhat match the music, but editing cuts feel off-beat; noticeable audio balancing or camera stability issues.
- **Below 60 Points (Limited):** Disconnected visuals and music; significant technical flaws (severe noise, poor camera focus); inappropriate lyrics/content or unresolved copyright issues.