



## THE PSSA AUDIO VISUAL JUDGING SCORESHEET - 2013

Each of four sections carries equal weight and the sum total of the four criteria will be used by the **judging panel** to rank the entries and select the acceptances and award winners.

Judging is of the Audio Visual as presented.

**1. Communication** - the strength of the audio visual medium lies in its ability to communicate with people, to register feelings, ideas, facts and opinions.

Success is measured by how well the judge receives the intended message or has the intended reaction.

**2. Visuals** - the visuals are assessed in the context of an AV. To achieve an Honours credit for an AV the visuals do need to at least fulfil the basic technical criteria in terms of exposure, focus, post processing etc.

Generally the audience was not present when the photographs were taken so they do not have the same feeling for the occasion. It is therefore up to the AV maker to share the experience by using the language of visual elements and design principles to convey information, emotions, thoughts, ideas, concepts or feelings.

How well the AV maker achieves this will dictate the score awarded to the visuals.

**3. Audio** - audio is to be considered an integral part of the presentation and not just a mere accompaniment to the visuals.

The relative ease of ripping a music cut does not make the technical quality of a recording any less important - the way it starts and ends, the volume etc. all need to be considered.

A successful soundtrack, be it simple or complex, should communicate a feeling and an atmosphere and furthermore this mood should fit in with the images, pace and rhythm of the AV.

**4. Audio Visual Techniques** - AVs are stories, even though the subject may not be a fictional tale. There should be a progression, each image carrying the viewer a step forward.

The means of moving from one image to the next i.e. the transitions used are Audio Visual techniques which dictate the rhythm and pace of the AV. The rhythm is determined by the length of time an image remains on the screen and the speed of the transition between images. The pace is the rate at which new information is provided to the audience.