

CUT FILMS

Judging Criteria 2017

The overall National Cut Films Winner is chosen by a prestigious panel of judges.

The judges are experts in their chosen field and include professional filmmakers, young people, media specialists and tobacco control experts.

In the spirit of this being a youth competition, judges will take into account the apparent level of input young people have put into the film.

The Process

1. Films are uploaded to the Cut Films website by **5th May 2017**, our judges watch all the films online.
2. They mark each film by a special set of criteria (see right). There are up to 100 marks that could be awarded for each film.
3. The top 20 - 25 films are then shortlisted and the judges meet over an afternoon to choose the top films and the overall winner.
4. Feedback can only be given on shortlisted films.

The Cut Films Judges' Awards 2017

- Overall Winner - National Cut Films Awards
- National Winner 20-25 Age category
- National Winner 16-19 Age category
- National Winner 12-15 Age category
- National Winner 11 and under category
- Young Judges' Choice - National Cut Films Awards



The following criteria is given to the judges to judge each film:

Criteria

Marks Available

Relevance to theme

Does the film persuade young people who smoke to quit? And non-smokers not to start smoking? Is the message clear? Is it easy to understand what the film is trying to say within the theme? I.e. about appearance / cost / big tobacco etc?

25 marks
in total available

Impact

Does the film have a strong effect on you? Does it grab your attention? Did the film make you think about it afterwards? Do you think that it shows an original way of thinking about stopping /not starting?

25 marks
in total available

Appeal to target

Do you think that this film would appeal or be interesting to young people in the age category? Do you think young people who saw this film would watch it again and share it with others? Does the film look like it has been youth led?

20 marks
in total available

Technical Expertise

What do you think about the quality of the filming, acting and the storyline? Is the storyline and structure logical? Is the sound quality good?

10 marks
in total available

Planning and review

Do you think the filmmakers planned it carefully? Is it clear what age group it is for?

10 marks
in total available

Research

Do you think that the film content shows that the filmmaker has found out information to help make the film? Evidence of information gathering / research relevant to theme?

10 marks
in total available

If your film does not feature someone imitating cigarette smoking, then you will get another 10 marks added to your total.

TOTAL MARKS OUT OF A 100