



FilmOnMyPhone Competition

Music Video

When judging a music video with a duration of approximately 6 minutes (titles and credits are included in this time limit), filmmakers should consider the following parameters to assess its quality and effectiveness:

- 1. Visual Representation of the Song**
Evaluate how effectively the music video visually represents the song and its mood. Does it capture the essence of the music and enhance the viewer's understanding or emotional connection?
- 2. Originality and Creativity**
Assess the originality and creativity of the music video's concept. Is the idea fresh and innovative, offering a unique perspective on the song?
- 3. Cinematography and Visual Effects**
Consider the quality of cinematography, camera work, and visual effects. Do these elements contribute to a visually compelling and aesthetically pleasing music video?
- 4. Editing and Pacing**
Evaluate the editing techniques used in the music video. Is the pacing well-suited to the rhythm and flow of the song? How effective are the transitions and cuts in maintaining the viewer's engagement?
- 5. Choreography and Performance**
If applicable, assess the quality of the choreography and the performances within the music video. Are the movements well-executed, and do they enhance the visual storytelling?
- 6. Technical Quality and Professionalism**
Consider the overall technical quality, including lighting, set design, and costume choices. Does the music video demonstrate a high level of professionalism and meticulous attention to detail?
- 7. Consistency and Coherence**
Evaluate the consistency and coherence of the visual narrative with the music. Do the visuals and the song complement each other seamlessly?
- 8. Audience Engagement**
Assess the music video's ability to captivate and engage the audience. Does it hold the viewer's attention throughout its duration and leave a lasting impression?