



AIFD® National Education Committee
Show Us Your Best *Creative Flair*
Design Techniques & Tips
Video Contest – Judging Rubric

Criteria				Score
1. Video Length	Outside Parameters Less than 2 min or more than 8 min <i>0 pts</i>	Near Optimal 2-3 min or 5-8 min <i>5 pts</i>	Optimal 3-5 min <i>10 pts</i>	/10
2. Video Theme	Little or no technique/tip illustrated <i>0-4 pts</i>	Good technique/tip illustrated <i>5 - 8 pts</i>	Excellent technique/tip illustrated <i>9 -10 pts</i>	/10
3. Technical Execution/Mechanics	Mechanics are sloppy and unfinished <i>0-4 pts</i>	Some mechanics are showing or unfinished <i>5-8 pts</i>	All mechanics are appropriately finished <i>9-10 pts</i>	/10
4. Flower/Foliage Quality	Majority of materials are low quality <i>0-4 pts</i>	Some materials are low quality <i>5-8 pts</i>	All materials are fresh and appropriate for the design <i>9-10 pts</i>	/10
5. Organization	Video disorganized and difficult to follow, design steps out of order <i>0-4 pts</i>	Video mostly easy to follow, but missed some design steps <i>5-8 pts</i>	Video very easy to follow with logical design steps <i>9-10 pts</i>	/10
6. Video Quality	Poor video quality, audio is hard to hear/understand <i>0-4 pts</i>	Good video quality, but some scenes not totally clear, audio is somewhat lacking <i>5-8 pts</i>	Excellent video quality with clear audio sound <i>9-10 pts</i>	/10
7. Originality/Creativity (Creative Flair)	Nothing new, same use of existing technique/tip <i>0-9 pts</i>	Good variation / enhancement of existing technique/tip <i>10-17 pts</i>	Very unique variation / enhancement of technique/tip <i>18-20 pts</i>	/20
Comments:			Total Score	/80

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Video Contest – Video Pointers

1. **Use a photo neutral background** such as a white, beige, medium blue, or gray wall or cloth. Try to always make the background considerably larger than the subject (design or presenter) so as not to get extraneous background clutter in the video/photograph.
2. **Always frame as closely as possible without cutting off tips and edges of designs or the head of the presenter** – you may want to take a few separate photographs when shooting a video – close-ups for detail and also one showing the overall design...these can be edited into the video.
3. **Lighting is critical for good color representation** – natural light is best, but not always possible. Mixing overhead fluorescent light combined with incandescent lights gets a pretty good mix of the color spectrum, but be sure not to have harsh spotlights only on the front of the design/presenter since this tends to create a washed out/overexposed look with heavy shadows and distorts the white balance.
4. **Use the highest resolution on your camera or your phone**...you'll probably have to change the settings to get this high resolution...you can always reduce the file size later if needed.
5. **Speak slowly and enunciate clearly** without dropping your voice at the end of sentences. It is okay to have a script or notes that you can refer to, but have those rehearsed enough so that you don't have to read them to the audience...make your speaking casual and conversational, but with lots of inflection (not monotone).
6. **Keep quick, sharp movements to a minimum and try not to overly gesture with your hands.** For highlighting something (technique, mechanic, etc.) in your design, use the three (3) second rule and slowly point to what is being highlighted...in other words, hold your pose/point for three (3) seconds so that viewers can really see what you are highlighting.
7. **A few pauses (silence) are appropriate** in a video instead of constant verbal rambling.
8. **Prepare redundant preparations ahead of time** to keep the video within the allotted time constraints, i.e. have all flowers prepared and leaves removed, have repetitious techniques done except for just one to show in the video, etc.