Canterbury DigiAwards: Commercial

Please note: The bullet points outlined below are to help guide you in creating your entry and will inform the judges when marking your entry.

Area	Criteria
1. Compelling	Student/s use artistic elements to create a **compelling** commercial that: ● engages the audience ● has clear emotional appeal to sell the product or idea ● uses persuasive language ● uses technical elements effectively, e.g. lighting, music, and sound, to capture people's interest, to create a sense of drama, atmosphere, or a type of mood ● challenges people to think ● makes people curious about something.
2. Technical	Student/s use **technical elements** to make a commercial that: ● demonstrates the use of digital technology as an essential part of the creative process ● uses digital techniques effectively, such as: ○ lighting ○ audio, including clear dialogue ○ music ○ shot - panning, wide angle, zoom ○ transitions ○ digital effects/enhancements ● is edited effectively ● uses graphics/titles effectively to enhance the commercial (if required) ● is innovative in combining commercial style storytelling elements with digital technology ● has music, song, or images that are free to use or modify (See Creative Commons).
3. Creativity	Student/s make a **creative** commercial that: ● is original – different from something people might normally see ● is imaginative – demonstrates a variety of ideas or a novel approach ● demonstrates a creative process, e.g. ways of exploring, working together, applying different techniques (this should be evident in the final product, but can otherwise be explained in the entry form when entering your project).
4. Theme development	Student/s make a commercial that reflects the **2018 DigiAwards theme** or a **self chosen theme** that: ● clearly demonstrates aspects of this theme ● attempts to inform others about aspects of the theme or compels them to find out more about it.