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 create a commercial that:
	● demonstrates the use of digital technologies capabilities to create an outcome using digital techniques effectively, such as:
	  ○ storyboarding
	  ○ 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 develop 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, refining and developing, working together, applying different techniques to ensure a successful, fit for purpose outcome (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 develop a commercial that reflects the **2019 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.