

# Judging Results for Carlsbad High School 2022 STN Challenge

## Commercial

0043-CH22D1CM-01 - Carlsbad High School



**What you did well:**

Great job hitting the prompt. Good visual interest. Clean VO

**What you can improve on:**

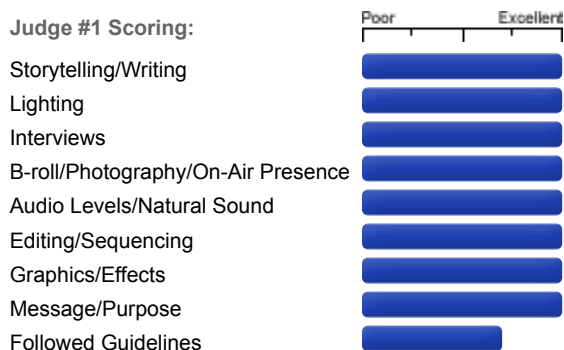
need more CU shots - most shots are wide wide wide and wide. graphic is hard to read

**Overall impressions:**

has good movement and interest. doesn't really sell me on wanting to go to the fair.

## Feature Story

0043-CH22D1FS-01 - Carlsbad High School



**What you did well:**

You did a wonderful job producing such a strong, impactful feature story that uses the "Crossing the Divide" prompt.

Your reporter's track and stand up were delivered professionally and at a great pace.

And I truly appreciate that you recorded multiple interviews. It is always wonderful to hear more than one voice share insight into a story. And it takes a lot of work to set each one up and go through them all in the edit. Each had great sound bites that helped build upon the story. Excellent work!

Your technical skills are also well done across the board! You had a great variety of b-roll footage that matched and enhanced the story, outstanding composition and lighting for the majority of shots, creative editing at a great pace, and clear sound within the interviews.

**What you can improve on:**

As I mentioned, your story perfectly crosses the divide, but to win the contest, it would be better if you made that storyline a little more clear in the voice over.

Otherwise, I only have a couple small notes, as I can see this story airing on a news broadcast today.

- I love seeing a reporter standup, but I wasn't sure about the decision to walk backward at the story's start. The move felt unmotivated, and the reporter looked uncomfortable walking that way.

- The reporter's track sounded a tad muffled compared to the audio quality of the interview.

**Overall impressions:**

Seriously fantastic work! Your story was solid, educational, and powerful. You produced a great feature story in a short amount of time, hitting all the requirements. Your entire crew should be proud! 🍷 Keep up the amazing work!!

## Music Video

0043-CH22D1MV-01 - Carlsbad High School



**What you did well:**

Creative use of lighting and sound was mixed properly.

**What you can improve on:**

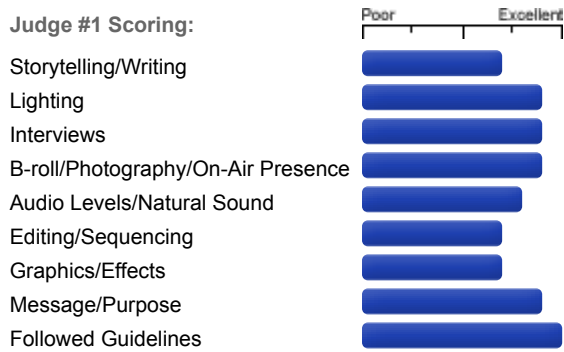
Next time try to tell a story that doesn't directly correlate to the lyrics of the song, you can tell your own story in music videos as well! Storyboard the shots you want to get ahead of time and create a shot list.

**Overall impressions:**

Story needs improvements along with issues with focus and exposure.

## News Story

0043-CH22D1NS-01 - Carlsbad High School



**What you did well:**

I really appreciate you spotlighting global warming through one artist's perspective. It emphasizes that each individual has the power to do something.

**What you can improve on:**

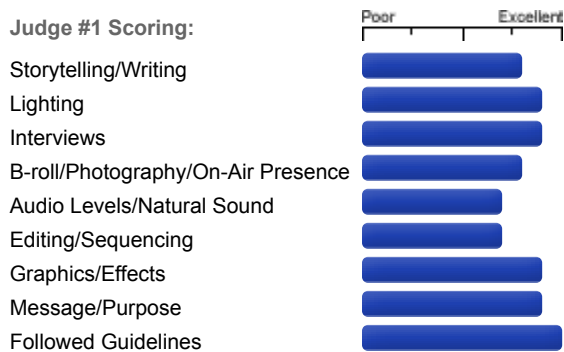
I wish we got a sense of what the boxes in her art are. That felt a bit rushed before we got a sense of what it is that she creates. I feel like we're missing a clear sense of what exactly her paintings raise awareness about. What message does her art have about global warming? I don't feel like we got a clear answer.

**Overall impressions:**

Nice, unique angle!

## Nat Package

0043-CH22D1NT-01 - Carlsbad High School



**What you did well:**

fun opening shot, sound and graphics! love that you shot them driving down the road with that amazing sunset. lovely interview shot, utilizing the sun on his face. oh wow! you surprised me with the emotion in this story! good job finding an actual story with emotion! some really interesting shots here.

**What you can improve on:**

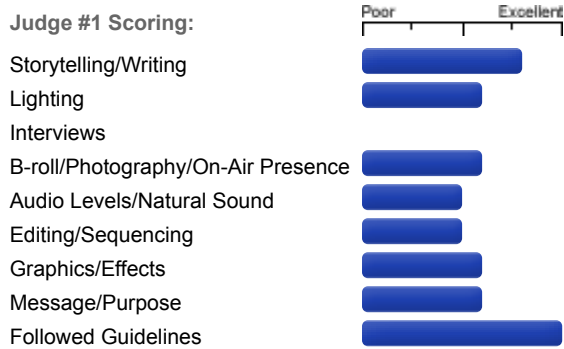
mixing of the music could have been smoother, don't just cut the shot and the sound and go straight to a totally different song and shot. use the same song through that whole nat sequence. then you can change the song after another soundbite. i wish you would have paid more attention to your sequencing. medium shot of guitar player, then punch in to a closeup of his fingers strumming, then maybe punch in again for a super closeup of the strings. some of your shots seem to be strung together randomly. you missed some great opportunities for nat pops, like when reagan is talking in the mic on stage. some audio mixing issues with some things louder than they should be. for the emotional part, i don't think that background music is necessary. i know you want it to help the mood, but it's a little distracting, especially when you have broll of a band playing different music. i would have not had music in the background, not show shots of the band playing, but maybe have some photos of raegan when he was going through all this. or broll of him doing something other than playing music. that would show that this part of the story is different and it would make your viewer really pay attention to what his mom is saying. then when his mom is done talking about the past, you bring us back into the music with some really great nats of the band. it was a weird transition back to reagan talking about the trailer after we just heard that emotional story from his mom. i would have liked the story to wrap up a little nicer.

**Overall impressions:**

wonderful job! I was really excited about this one right off the top and you held my attention and even surprised me! but the end fell off into a weird place that left me disappointed. there are some techniques when shooting and editing a live band that would have made your sequencing flow better and you could have really \*used\* the band's music to your advantage. so many of your shots and your interviews were lovely! you should thank that sunset!

## Public Service Announcement

0043-CH22D1PA-01 - Carlsbad High School



**What you did well:**

Love the lineup of scenes and storytelling of all you can do without social media! Use of GFX were appropriate and aided PSA!

**What you can improve on:**

fade in Nat/Background noise to make an easy "sounding" cut @ :12

**Overall impressions:**

Thank you for submitting!

## Short Film

0043-CH22D1SF-01 - Carlsbad High School



**What you did well:**

Your technical skill is beyond your years. The camera work was excellent, great sound quality, and most importantly (for me) is that the editing was great. I loved your montage. You didn't waste time in the pacing of the movie.

**What you can improve on:**

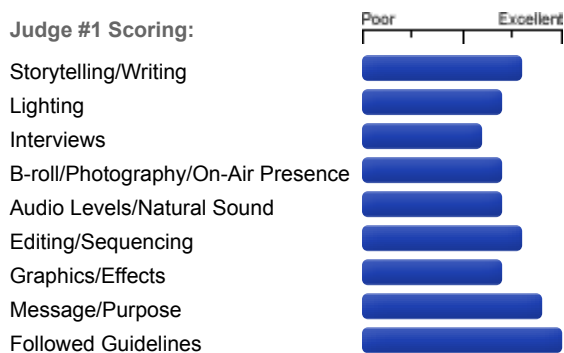
The story wasn't particularly emotional because the challenge wasn't a particularly difficult one to overcome. The main character is writing a paper for a scholarship and does so in a few hours. It's ok to have a "ticking clock" but then have him working late into the night. Have the party already start and have Mia calling him from the party asking if he's going to come. Have him throwing out draft after draft, or have his mom saying "it's not good enough yet." You needed more obstacles. Remember, the higher the mountain for your main character, the better.

**Overall impressions:**

Very technically proficient students who created a film that just lacked a bit of challenge within the story.

## Sports Story

0043-CH22D1SP-01 - Carlsbad High School



**What you did well:**

I liked the opening shot, but next time figure out a way to get some natural sound, or use music. For the sound, maybe get the camera right next to his hands when he snaps the ball – even if you don't use the video, the audio could be added into the wide shot. I liked how you set him up as a tough football player (pancake block) and then transitioned into him being a singer and dancer. I liked the quick Q&A standup in the middle - that was a clever way to give a different look to a sound bite that could have been taken from the standard interview setting.

**What you can improve on:**

You should have found someone to catch his snaps - that would have given you both a natural sound opportunity (catching the ball). Also, it looked funny for him to snap to no one. Before beginning an interview, make him spit out the gum. I wish you would have interviewed more people, a teammate, a coach, just to add more voices and perspectives to the story. Also, the more interviews you have, the quicker the

pace of the story. I would have liked to seen him sing and dance.

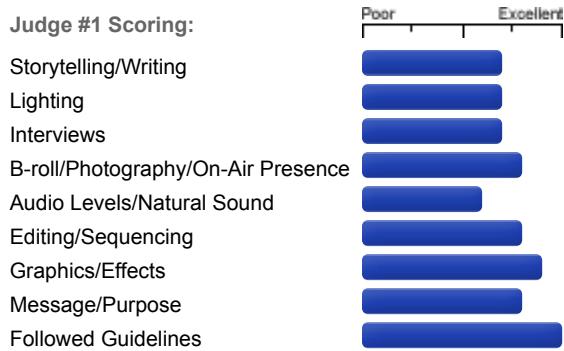
**Overall impressions:**

Good story on a good kid.

## Personal Vlog

0043-CH22D1VL-01 - Carlsbad High School

**Judge #1 Scoring:**



**What you did well:**

Fun editing sequences that made the video dynamic and want to keep watching.

**What you can improve on:**

Audio was a little hard to hear with music levels during some of the reviews. Sound effects were high at some points so just watch audio levels next time.

**Overall impressions:**

Loved the editing elements to really let your personalities shine. Good on-air personalities. Watch lighting on some of the shots being backlit.