

MAFMAD Judging Criteria



Each entry is to be in the form of a short film idea that reflects the brief for 2011.

To be considered, each entry must satisfy the following criteria:

1. Was the entry submitted by 5pm, 20 June 2011?
2. Was the entry submitted with an official entry form and with any support material, to the correct address?
3. Does the entry satisfy the criteria? Eg. no loss of driver's licence and a maximum of two pages.

Ideas will then be judged by a panel consisting of road safety, industry, film and media representatives, according to the following criteria:

1. Does the film idea relate to the theme and brief?
2. Is the tone of the film idea relevant to under 25's?
3. Will this idea, once produced as a short film, change the way young people think about their mates' lives when in a car?
4. Is the idea truly original?
5. Will the short film be entertaining/interesting/engrossing/captivating?
6. Can the short film realistically be produced by the October 2011 deadline and within budget?
7. Can the idea realistically fit two minutes' airtime?

The eight ideas judged to be most powerful against these criteria, will be announced in July 2011.

Make A Film. Make A Difference.

