

Screen BC Short Film Award

Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
<p style="text-align: center;">APPLICANT / KEY PERSONNEL</p> <ul style="list-style-type: none"> • Knowledge, experience, track record, and talent potential of applicant director and producer. (20) • Capacity to execute by the applicant and key personnel. (10) • Connection to the subject matter. (5) 	35
<p style="text-align: center;">CREATIVE ELEMENTS</p> <ul style="list-style-type: none"> • Creative strength and quality of proposed project. (25) • Originality, freshness, and/or uniqueness of story idea. (15) • Feasibility of budget and planned activities. (10) 	50
<p style="text-align: center;">MARKET POTENTIAL</p> <ul style="list-style-type: none"> • Overall Market Potential. (15) 	15
TOTAL POINTS	100