

Screen BC Short Film Award

Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
APPLICANT / KEY PERSONNEL - 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
CREATIVE ELEMENTS - 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
MARKET POTENTIAL Overall Market Potential. (15)	15
TOTAL POINTS	100