



## Khachkar Studios Good News Short-Clips Target Market Testing: "One-Minute Quiz"



It is strongly recommended that the reviewer follow the best practice and watch the short-clip with no sound, listen to the clip with no visual, and third/last watch and listen to the combined.

**Short-Clip Title:** \_\_\_\_\_

**Reviewer Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### Rating Scale:

-1	Counterproductive (offensive, distracting, or damaging, etc.)
0	Nothing (none of note, not worth a rating)
2-3	Below Standard
4-6	Acceptable / Developing
7-8	Strong / Effective (elite studio)
9-10	Exceptional / Studio-Quality (global benchmark)

#	Category	Your Rating
1	Actor Casting – Were the right people chosen for the roles?	
2	Acting Performance – Did the actors feel authentic and emotionally convincing?	
3	Site Selection – Was the location appropriate and meaningful?	
4	Site Quality – Did the site look visually strong and technically sound?	
5	Wardrobe & Make-Up – Were clothing and presentation fitting and respectful?	
6	Lighting & Cinematography – Did the lighting, camera work, and visual composition enhance the story with clarity, mood, and a professional look?	
7	Script – Was the message clear, compelling, and well written?	
8	Audio Quality – Was the narration or dialogue clean, synced, and professional?	
9	Music Selection & Quality – Did the music support and elevate the story?	
10	Scene Flow & Transitions – Did scenes connect smoothly and logically?	
	<b>Total Score ( add #1 to #10)</b>	