



Khachkar Studios Good News Short-Clips Target Market AI Test: 2 Parts and 10 Questions



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.

Instructions: Please rate each question on a scale of 0 to 10, where 0 = poor or not effective and 10 = best possible experience.

Short-Clip Title: _____

Reviewer Name: _____

Date: _____

Individual Trait Rating System

Each category will be rated on a **0 to 10 scale**, with qualitative descriptions of proficiency levels:

Score	Skill Level	Description
0-2	Beginner	Basic AI skills, lacks refinement, poor integration of elements.
3-4	Intermediate	Some competence but inconsistent quality, noticeable flaws.
5-6	Advanced	Good execution, but not fully professional or seamless.
7-8	Professional	High-quality production, polished storytelling, near studio-level.
9-10	Elite Studio	World-class execution, flawless AI-human integration, cinematic.



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Part A: Technical Skills (Execution & Production Quality)

1. Human Face Quality & Integration

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** High-resolution, realistic human faces with smooth, natural expressions integrated seamlessly into full-body motion.

✗ Red Flags:

- Distant or blurred faces to hide low-quality rendering.
- Use of back-facing shots to avoid facial detail.
- Use of below head shots to avoid facial detail.
- Unnatural facial stiffness or awkward movements.
- Mismatch between face and body movements, making characters feel disconnected.

2. Camera Work & Multi-Angle Perspectives

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** Dynamic, multi-angle camera shots that mimic **real studio-level cinematography**.

✗ Red Flags:

- Entire video shot from a **single static angle**, revealing an inability to create dynamic motion.
- Overuse of **stock-like movements**, avoiding real interaction between characters.
- **Grainy or inconsistent textures** affecting video quality.



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3. Use of Mechanical Objects to Avoid Human Challenges

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** AI-generated **human interactions with objects** that feel real and weighty.

✗ **Red Flags:**

- Heavy focus on **vehicles, robots, or abstract environments** to avoid showcasing human characters.
- Lack of **hand-object interactions** (e.g., human hands avoiding direct engagement with objects).

4. Sound & Dialogue Quality (Fake Noise vs. Real Voice Acting)

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** Natural, well-acted voiceovers with **emotion, clarity, and timing** that match the visual narrative.

✗ **Red Flags:**

- AI-generated **fake noises instead of real speech** to hide voice syncing issues.
- **Robotic, lifeless AI voices** with no tone variation.
- **Mismatch between lips and audio** (bad lip-syncing).

5. Audio & Music Synchronization

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** Perfectly matched **voiceovers, background music, and sound effects** that enhance emotional engagement.

✗ **Red Flags:**

- **Poorly timed** or out-of-sync narration.
- Background music **overpowering voices** or being **completely disconnected from the scene's tone**.
- Abrupt audio transitions, **lacking smooth fades or professional mixing**.



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Part B: Storytelling Skills (Narrative & Emotional Impact)

6. Hook & Viewer Engagement (First 5 to 15 Seconds)

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** Immediate, **high-impact opening** that captivates viewers emotionally or visually.

✗ **Red Flags:**

- Slow, generic intros with **no compelling visual or narrative hook**.
- Overuse of **generic AI-generated establishing shots** that don't serve the story.

7. Efficient Use of Time (Avoiding Filler Content)

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** Every second of the clip contributes to the **core message and audience retention**.

✗ **Red Flags:**

- Excessive use of **generic AI visuals** as filler.
- **Lingering on static shots too long**, reducing narrative momentum.

8. Narrative Cohesion & Story Flow

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** **Smooth, logical progression** from introduction to climax, with a clear purpose.

✗ **Red Flags:**

- **Scenes feeling disconnected**, like random AI-generated visuals strung together.
- Lack of **logical sequence or emotional build-up**.



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9. Call to Action (CTA) Effectiveness

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** A strong **final moment** that leaves the viewer with a **clear emotional or action-driven takeaway**.

✗ **Red Flags:**

- Ending without a **clear call to action** (e.g., inspiring faith, attending Badarak, learning more).
- Weak, forgettable conclusions **without emotional resonance**.

10. Emotional & Content Retention

(0 = very poor, 10 = world-class production)

0	1	2	3	4	5	6	7	8	9	10
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✓ **Best Practice:** High **viewer recall** and strong **emotional engagement** even after the clip ends.

✗ **Red Flags:**

- **No emotional high point** or lack of deep resonance with the audience.
- Content that is **forgettable or generic**, failing to inspire rewatching or sharing.

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Final Scoring Model

<u>Category</u>	<u>Rating (0-10)</u>	<u>Notes</u>
1. Human Face Quality & Integration		
2. Camera Work & Multi-Angle Perspectives		
3. Use of Mechanical Objects to Avoid Human Challenges		
4. Sound & Dialogue Quality		
5. Audio & Music Synchronization		
6. Hook & Viewer Engagement (First 3-5 Seconds)		
7. Efficient Use of Time (Avoiding Filler Content)		
8. Narrative Cohesion & Story Flow		
9. Call to Action (CTA) Effectiveness		
10. Emotional & Content Retention		

💡 Scoring Interpretation:

- **90-100** → World-Class AI Short Film Production
- **80-89** → Excellent, but Refinements Needed
- **Below 80** → Not Acceptable, Not Studio-Quality, Not viable to rework

Next Steps for Evaluations

✈️ **Apply this rating model** to compare firms and individuals claiming “world-class” AI film production.

✈️ **Identify weaknesses early** before committing to partnerships.

✈️ **Ensure a measurable Social Return on Investment (SROI)** by **testing audience response** after selecting the strongest AI film partner