

Name _____

Advertising Project Rubric – TV or Radio commercial

CATEGORY	4	3	2	1
Point of View - Awareness of Audience	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.
Clarity of Goals	Clearly shows/conveys within video/recording WHO the story is about, WHAT the facts are, WHEN & WHERE the story takes place, and WHY the video story is relevant/important; the video has purpose and meaning.	Clearly shows/conveys all but one of the following: WHO, WHAT, WHEN, WHERE, AND WHY. The purpose and meaning are somewhat apparent.	Clearly shows/conveys 2-3 of the following: WHO, WHAT, WHEN, WHERE, AND WHY. Difficult to determine the video's purpose and meaning.	Does not show the WHO, WHAT, WHEN, WHERE, AND WHY. Lacks purpose and meaning.
Image Quality – TV only	The images show a style or consistency which "flows". Shots were taken and selected to ensure appropriate lighting and framed to focus attention. A tripod was used to keep camera shake to a minimum.	The images show a style or consistency which "flows". Lighting was too dark or light. Images seemed randomly framed taking focus away from the main image. A tripod was NOT used to keep camera shake to a minimum.	The images shown seem disconnected. Lighting was too dark or light. Needs to "zoom in" or "pan out" to improve the framing. A tripod was NOT used to keep camera shake to a minimum.	Poor original video. Filming lacked attention to framing the content, focusing, lighting, etc.
Duration of Presentation	Final video is 30 sec to 60 sec in length. Final recording is 20 to 30 sec	Final video is slightly over 60 sec or under 30 sec. Final recording is slightly over 30 sec or under 20 sec	Final video is much longer than 60 sec or much shorter than 30 sec. Final recording is much longer than 30 or much shorter and 20 sec	
Voice - Consistency	Words , spoken or written, are in the same voice (ie. past, present, current).	Words , spoken or written, occasionally switches voice (ie. past, present, current).	Words , spoken or written, are no in the same voice (ie. past, present, current).	No words are used, spoken or written.

Soundtrack - Emotion	The music is "seamless" with video; fits the message and mood of the video, enhancing the feelings.	The music neither detracts or adds to the message of the video but is fitting.	The music distracts the audience from the message or emotion of the video.	No music is used.
Editing of video/ recording	Video/recording is trimmed to remove irrelevant video or sound. No sounds are cut-off and transitions enhance movement between clips. Special effects are used to enhance the message. Titles and sound have been appropriately added and enhance the video.	Video/recording is trimmed to remove irrelevant video/ sound. No sounds are cut-off and transitions enhance movement between clips. Special effects are used to but distract. Titles and sound have been added but are too short/long, etc.	Video/recording has minimal editing to remove irrelevant video/sound. Some clips appear to be cut-off and transitions are distracting. Special effects are distracting rather than enhancing. No additional titles or sound were added but would improve the quality.	There does not appear to be any editing of the video/recording.
Point of View - Purpose	Establishes a purpose and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	Establishes a purpose and but the focus is fuzzy	It is difficult to figure out the purpose of the presentation
Creativity	Slogan is original, catchy and highly persuasive	Slogan is original and somewhat engaging	Slogan is not original	
Group work	The group functioned exceptionally well. All members listened to, shared with and supported the efforts of others. The group (all members) was almost always on task!	The group functioned pretty well. Most members listened to, shared with and supported the efforts of others. The group (all members) was almost always on task!	The group functioned fairly well but was dominated by one or two members. The group (all members) was almost always on task!	Some members of the group were often off task AND/OR were overtly disrespectful to others in the group AND/OR were typically disregarded by other group members.

Questions – to be answered on separate sheet of paper.

At least one thing group is proud of in regards to final project.

At least one thing group could improve on final project.

What were some challenges you ran into along the way?