

Rubric

Project #F1.1: Advertising (Video Commercial)

Student name(s), Group:

Category	0-1	2	3	4	5
1. Purpose of Commercial: Is the goal of the commercial (introduces a product, convinces, uses loss leaders, announces a sale, uses circulars, makes use of free magazines, targets a specific demographics) obvious?					
2. Advertisement Technique: Are the advertising techniques (ambiguity, appeal to logic, association with a celebrity, comfort/enjoyment, comparison, conformity/imitation, facts/statistics, humor, product placement, repetition, sales, scarcity, scare techniques, sex appeal, snob appeal) obvious to the viewer?					
3. Costumes and props: Is there an appropriate and effective use of costumes of props?					
4. Interest: Is the commercial highly interesting?					
5. Audio: Do the actors speak in a clear and loud enough voice? Is the music appropriate to the subject of the commercial? Does the music or soundtrack not overwhelm the narration and video?					
6. Video: Are the camera shots steady, focused, and well-framed? Does the video contain effective pans and zooms with no video glitches?					
7. Length of Commercial: Is the commercial exactly 15, 30, or 45 seconds in length?					
Sub-total	0	0	0	0	0
Score: ___/35	0				
Percent %	0.0				

Comments: