

VIDEO COMMERCIAL RUBRIC

OUTCOME	Unacceptable 0	Not yet acceptable 1	Acceptable 2	Exemplary 3	Sub Totals	TOTALS
Brainstorming sheet completed with minimum of full sheet of ideas	No brainstorming ideas presented or turned in	Only 10 ideas presented and created by group	Only 20 ideas presented and created by group	Entire 8.5 x11” sheet filled with ideas presented and created by group		
Script /Storyboard completed with text & sketches for each scene	No script/storyboard completed	Script /Storyboard missing either text or sketches for one or more scenes	Script /Storyboard completed but poor grammar or sketches are incomprehensible by outsider from another group	Script /Storyboard complete. Proper grammar used, good sketches, all understood by outsiders from other groups		
Camcorder worksheet completed with all components identified, labeled and explained	Worksheet not completed	Worksheet completed with recognition of parts but not explained	Worksheet completed and explanations done but 3 or more errors occur	Camcorder worksheet completed with all components identified, labeled and explained with no mistakes		
Commercial meets 15, 30 or 60 second time frame limit	Commercial doesn't meet any of the required time limits	Commercial extends 5-10 seconds beyond or short of required time requirements	Commercial extends 3-5 seconds beyond or short of required time requirements	Commercial meets 15, 30 or 60 second time frame limit and coincides with storyboard for scene totals		
Techniques are employed in commercial to enable memorability of product	Commercial uses no techniques introduced from professional commercials	Commercial employs only one technique to enable memorability	Commercial employs two techniques to enable memorability	Commercial employs two or more techniques to enable memorability		
Props and product are prepared and represent the desired appeal for viewers	Props are poor quality and ineffective when seen through the camera lens	Props are good but lack believability as to being actual products due to poor graphics or label	Props are good, show creativity, believability but lack computer generated graphics	Props are good, show creativity, believability and include computer generated graphics for maximum professional appearance		
Editing maintains fluidity of storyline and stays transparent	Editing is jerky, unclear, distracting and causes storyline to falter	Editing is smooth and unseen but out of order causing storyline to be confusing	Editing is smooth, storyline is easily understood but cuts are not transparent and may be distracting at points	Editing is smooth, storyline is easily understood, edit cuts are transparent, no distractions, video flows well		