

Commercial Video Rubric Project _____				
Student _____		Date _____		
	Excellent 10 pts	Good 7 pts	Fair 5 pts	Poor 3 pts
Presentation	<p>Excellent</p> <p>Extremely enthusiastic, motivating, obvious interest in activity presented, clear, audible voice</p>	<p>Good</p> <p>Some enthusiasm, and interest in activity presented, projected voice, audible</p>	<p>Fair</p> <p>Showed little enthusiasm, little interest in activities being presented, somewhat audible</p>	<p>Poor</p> <p>No enthusiasm, no interest in activities being presented, barely audible</p>
Purpose – (Did the commercial Inform, Persuade or Entertain.)	<p>Excellent</p> <p>The voice over is easily understood and demonstrates creative use of multiple voices, volume and/or expression related to the creation of the project.</p>	<p>Good</p> <p>The voice over is easily understood, shows an appropriate pace and expression related to the creation of the project.</p>	<p>Fair</p> <p>The voice over is easily understood but may be too fast, too slow or lacks expression.</p>	<p>Poor</p> <p>It is difficult to understand portions of the voice over.</p>
Content	<p>Excellent</p> <p>Firm grasp on knowledge and understanding of the topic being presented, showed complete knowledge, covered all important facts</p>	<p>Good</p> <p>Basic knowledge and understanding of the topic being presented</p>	<p>Fair</p> <p>Some knowledge and understanding of the topic presented missing a few important facts</p>	<p>Poor</p> <p>Demonstrated little knowledge or understanding of the topic being presented</p>

Organization	Excellent Instructed in easy to follow sequence, organized, well planned out	Good Somewhat organized, easy to follow	Fair Sometimes hard to follow, not well planned out	Poor Unorganized, confusing, hard to follow, not planned out
Video Quality	Excellent Proper equipment, excellent location, perfect lighting, clear audio and visual, overall excellent quality	Good Good location and equipment, lighting and visuals clear, good audio	Fair Acceptable location and equipment, audio and visual unclear at times	Poor Poor location, poor equipment, poor lighting, low visual and audio quality
Creativity & Design	Excellent Excellent sense of design. Effective camera techniques used for the video and pictures. Smooth transitions are appropriate and aid in delivery of the presentation.	Good Good use of graphics and/or other design elements. Some transitions are inappropriately placed.	Fair Minimal use of design elements. No transitions.	Poor Use of elements detracts from video. Too many or too gaudy graphics; transitions, too many clips, backgrounds and/or sounds detract from content.

Total Pts _____ x 2 = _____