

Music & Movies Commercial Rubric

✓	I have completed all requirements on rubric	Point Value	
	Component 1: Establish a consumer problem - How the product will benefit the buyer.	5	
	Component 2: Solve the consumer problem - Use advertising claims here. (Secret ingredient, all natural, fortified, scientific results, etc.)	5	
	Component 3: Show off the product - Use of costumes and props. (Dress for the sale, signs, labels, happy people using product, attractive counter or display area)	5	
	Component 4: Motivate the consumer (audience) to purchase - Identify the persuasive technique(s) used _____. Technique(s) are clearly represented in video.	10	
	Location is directly related to topic. Examples - gym, library, computer room, maintenance room, home ec, office, or off-site. Or use green screen for best results.	5	
	Well rehearsed with smooth delivery. Eye contact with audience, Energetic, not read from script. No "ums."	5	
	Audio: <u>Voice over-narration</u> and/or <u>actors speaking</u> . Volume is adjusted accordingly.	5	
	Audio: Music file, jingles, loops, or GarageBand creation. No copyright violations (must use less than 30 seconds if using copyrighted music). Volume is adjusted accordingly. All inappropriate language is muted.	5	
	Video: Did not shake and the focus was excellent throughout. Nonessential video is deleted.	5	
	Video has different "shots", camera "movements", use of camera "techniques", special effects. See Video labs 1, 2, & 3. Be creative!	5	
	Title slides are used. Font is formatted to enhance the slide. Timing is accurate where all text is readable.	5	
	Transitions (at least 3) and video effects (at least 1) are used to enhance the presentation. May use slow/fast motion for video effect.	5	
	Sources and credits are accurate and legible. Do not use last names of students. Credit research websites, music, images (if needed), actors, editors, camera person, anyone who helped)	5	
	Share > Export to Quicktime and dropped to Schoology drop box. filename.mov .	5	
	Length of video: 60-80 seconds (without sources/credits). <u>Loss of 50% if don't meet minimum.</u>		
	Use back of this paper to: Describe in detail each group members' contribution to this movie: Point value given separately. Must actively contribute to receive these points.		
	Upload the Quicktime .mov file to Google Docs. Share with group members. Insert video in your online Portfolio. Write description of project and reflection of work.		
	Total	75	
	Complete and attach storyboard with sketches for each scene. Include detailed info on camera shots, titles, transitions, effects, audio, narration, etc. Storyboard reflects outstanding planning and organization for the video. Assists in grading process.	10	