

## VIDEO COMMERCIAL RUBRIC

Name of Company: \_\_\_\_\_

No	Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>						
1	Elements <ul style="list-style-type: none"> <li>▪ Product is clearly visible and easy to identify.</li> <li>▪ Name of company is identifiable.</li> </ul>	0	1-7	8-14	15-20	
2	Presentation is clear and concise and achieves its purpose (i.e., public awareness, sell products/services, etc.).	0	1-7	8-14	15-20	
3	Brand image is supported by the video elements (ex. Logo, colors, slogan, etc).	0	1-7	8-14	15-20	
4	Proper use of grammar, spelling, and punctuation, etc. is applied.	0	1-3	4-7	8-10	
<b>Presentation</b>						
5	Commercial includes an effective opening, body, and conclusion.	0	1-7	8-14	15-20	
6	Transitions are effective and appealing.	0	1-5	6-10	11-15	
7	Audio and visual elements are coordinated and complementary.	0	1-5	6-10	11-15	
8	Audio editing <ul style="list-style-type: none"> <li>▪ Good quality</li> <li>▪ Appropriate volume</li> </ul>	0	1-5	6-10	11-15	
9	Proper use of video technology <ul style="list-style-type: none"> <li>▪ Video uses multiple camera angles.</li> <li>▪ Video is smooth and steady.</li> <li>▪ Video is in focus.</li> </ul>	0	1-3	4-7	8-10	
10	Titles and Graphics enhance overall quality/presentation.	0	1-5	6-10	11-15	
11	Commercial is effective at motivating audience to action.	0	1-5	6-10	11-15	
	Total Points					/175 max

Judge's Name & Signature \_\_\_\_\_

Comment