Commercial Video Rubric

Students select a product that they normally use on a daily basis. For example: toothpaste, cereal, soda, water, candy… Write a proposal and script to produce a 30 second advertisement for the product. Complete the project as an individual or with a partner. You may not have more than 2 people in a group, unless they are only acting. A 15 second version of the commercial should also be created after the 30 second version is complete. Each person must complete:

1. Proposal
2. Script
3. Edit their own project
4. Export the final 30 second video into the correct folder on the drive
5. Modify the original script and submit a final script
6. Edit and export a 15 second version into the correct folder on the drive
7. 10 points – Proposal and Script submitted
8. 10 points – theme of video is appropriate for target audience
9. 10 points – video meets the time requirement of 30 seconds (and 15 second version)
10. 10 points – editing is good quality
11. 10 points – audio is good quality, appropriate sound levels are used
12. 10 points – Final script submitted
13. 10 points – Overall quality of 30 second commercial
14. 10 points – Overall quality of the 15 second commercial
15. 20 points – Students worked well as a team, focused on the task and participated equally in the project. Video was completed and saved on time.