

Names: _____

TV Commercial Rubric

COMMERCIAL STRUCTURE: 5 POINTS	Not Evidenced	Needs Improvement	Developing	Proficient
Persuasiveness: The commercial's "proposed" storyline makes sense, but it holds back just enough information to tease the audience and make them want to see the entire episode.	0	3	4	5

TECHNICAL CRAFT: 25 POINTS	Not Evidenced	Needs Improvement	Developing	Proficient
Craft: The editor makes cuts within scenes and between scenes to establish the emotion and story of the show.	0	3	4	5
Edit Technicalities: No flash frames.	0	3	4	5
Narration: • Voice overs (usually character driven but sometimes announcer driven) reveal important plot elements.	0	3	4	5
Music: The selection of music enhances the mood and tone of the edit without distracting away from the visuals or the voice over.	0	3	4	5
Audio Editing: Dialogue edits don't make clicking sounds and are easily distinguishable above the soundtrack. The overall sound mix doesn't peak above -6 db.	0	3	4	5

TOTAL: 35 POINTS	POINTS:	<input type="text"/>	x 3 =	<input type="text"/> / 90 =	<input type="text"/> % =	<input type="text"/> letter grade
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fraction of total points possible percentage

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