

<p style="text-align: center;">Video Rubric <i>Project: Video Commercial Project</i></p>

Description of Project:

The finished project will be a 1:00 – 2:00 minute video commercial with audio and video. The commercial will consist of several shots with different angles and types of shots. It must contain music for background and voice audio. Also include transitions, audio effects, video effects, titles and credits.

Method:

1. View examples of past commercials.
2. Come up with your own product/idea to make your own commercial.
3. Write a rough draft and a final draft of your script.
4. Create a storyboard detailing the commercial.
5. Shoot your footage.
6. Edit your footage.

Equipment:

Camera, script, storyboard, and any props and wardrobe your group may be interested in using. You are responsible to acquire all necessary items and locations for your shoot.

Notes:

Try to use humor in your commercials. Model it after the examples shown in class.

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Grade Category	0-5	6-10	11-15	16-20	Total
Camera Shots	Single shot. No change of angles.	One or two types of shots and/or angles.	Good variety of shots. No change of angles.	Good variety of shots AND angles.	
Steady Camerawork	Not steady.	Shakes most of the time.	Shakes once or twice.	No shaking at all.	
10 Seconds of Black.	Missing	There either at the beginning or end, but not both.		There.	
Storyboard	None.	Some detail, but most of it is missing. Not complete.	Good storyboard. Missing some details about shots.	Excellent storyboard. Lots of detail about video, audio, script.	
Sound Quality	Poor audio. Music doesn't match, not mixed well.	Part of mix is poor- either too loud or soft.	Good audio, lacks enthusiasm and/or music in the background.	Great audio, mixed well- music in background and enthusiasm.	
Sales Pitch	Poor sale. Viewer doesn't understand or want to purchase product/agree to idea.	Lack of organization disrupts flow. Poor sale.	Good sale, good flow, but viewer doesn't want to purchase product/agree to idea.	Excellent sale. Makes viewer want to purchase product/agree to idea.	
Entertainment Value	Boring. Doesn't grab attention of viewers. No clear target audience.	Some value. Target audience hard to define.	Good value. On and off attention from viewers.	Grabs the attention and keeps it throughout. Target audience clear.	

Total: _____(140)

Comments: