Commercial Rubric

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Directions:** The commercial will be graded on the following elements. The rubric **must** be turned in with the project or you will lose 5 points.

|  |  |  |  |
| --- | --- | --- | --- |
| **Point Values**  | **5 points Exemplary**  | **4 points Progressing**  | **2 points Needs more Work**  |
| **Storyline**  | The commercial is extremely informative and easy to understand  | The commercial provides general information to the public and easy to understand | The commercial provides inaccurate information to the public and is hard to understand.  |
| **Content Knowledge**  | The commercial demonstrates that the student has a thorough understanding of the scientific concept related to the project | The commercial demonstrates that the student has a clear understanding of the scientific concept related to the project | The commercial demonstrates that the student has a little or no understanding of the scientific concept related to the project |
| **Supporting Details** | Student provides several specific examples to support their claim.  | Student provides some general examples to support their claim. | Student provides few examples to support their claim. |
| **Creativity** | The commercial concept is new and unique  | The commercial concept general in its message and approach  | The commercial is weak and unimaginative. |
| **Visual Appeal.** | The commercial is visually appealing to the audience and uses effective pictures and information to educate their audience.  | The commercial layout is easy to follow and the photos are clear and interesting. | The commercial is choppy and its message is hard to follow.  |
| **Technology**  | Student demonstrates an advanced knowledge of the technology used in creating the product.  | Student demonstrates an adequate knowledge of the technology used in creating the product.  | Student demonstrates a basic knowledge of the technology used in creating the product.  |

 30 points possible \_\_\_\_\_\_\_ points earned