

Commercial Rubric

Purpose: Your commercial should convince the voters to vote for your candidate. It should give concrete reasons why your candidate is the best choice. It should use images, arguments, and music to sway the public.

Format: Your commercial can be a video, computer presentation, or imovie.

Time: You can have one commercial that is approximately 2 minutes or 2 or more commercials with the total time not over 2 minutes.

CATEGORY	4	3	2	1
Convinces the voter	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.
Duration of Presentation	Length of presentation was 2 minutes.	Length of presentation was 3-4 minutes.	Length of presentation was 1-2 minutes.	Presentation was less than 1 minutes long OR more than 4 minutes.
Images	Images create a distinct atmosphere or tone that matches different issues of the campaign. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some issues of the campaign. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/ tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/ tone.
Soundtrack - Emotion	Music stirs a rich emotional response that matches the story line well.	Music stirs a rich emotional response that somewhat matches the story line.	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, OR was not used.
Point of View - Purpose	Establishes a purpose early on and maintains a clear focus throughout.	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to figure out the purpose of the presentation.