

Commercial Project

November 18, 2015

OBJECTIVE: Create a short, persuasive video commercial. You will need to use calculated shots, audio and text to execute your message. The duration of the video is :30-:45. Commercial needs to convey a message in a short amount of time.

				Comments
Plot	Commercial does not flow, makes little sense and/or the music is distracting. Purpose is not established. 5	Over half of the commercial flows, makes sense, some distractions, purpose is established 10	The commercial flows and makes sense. No distractions. Purpose is clear and appropriate 15	
Music/Audio	If used, music does not enhance the commercial. Audio levels are too high or low. 5	Music mostly enhances the commercial. Good audio levels. Music transitions are smooth. 10	Music enhances the commercial. Music fits well with the theme. Good transitions. Near perfect audio levels. 15	
Camera Shots	The commercial displays little thought into shot composition and/or sound design and editing. Lacks direction, no focus, etc. Less than 3 angles. 10	The commercial mostly uses shot composition and editing choices well. Lacks a few key areas that could easily be improved. (sloppy camera position, shots out of focus, bad cuts, etc) 15	The commercial effectively uses good camera shots and angles with appropriate editing of a commercial to successfully communicate the purpose to the target audience. At least 6 different angles. 20	
Time	Commercial is under :30 minutes or over :45 minutes 3		Film is between :30-:45 seconds. 10	
Editing	Editing is sloppy and distracts from the flow of the commercial. Too many transitions. Jump cuts. Clips are not trimmed. Music is not edited to fit scenes. Audio levels are too high or too low. 10	Most of the commercial is edited effectively. Some clips do not flow. Few jump cuts. Most music is edited to fit the film. Audio levels don't exceed -6 on most of the film. 15	Commercial is edited in an effective and proper manner so that the commercial is easy to understand from shot to shot. Music, sound, transitions, and effects are purposeful and effective. They enhance content not distract. No jump cuts. Clips are trimmed 20	
Creativity/Originality	Commercial is a rehash of other	Commercial shows an attempt at	Commercial shows considerable	

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	<p>people's ideas and/or dialog and shows very little attempt at original thought. The group shows very little effort and creativity during the presentation; lack of focus during preparation and filming</p> <p style="text-align: center;">10</p>	<p>originality and inventiveness in part of the presentation. The group shows some effort and creativity during the presentation; lack focus during preparation and filming.</p> <p style="text-align: center;">15</p>	<p>originality and inventiveness. The content and ideas are presented in a unique and interesting way. The group shows high levels of effort and creativity during preparation and filming.</p> <p style="text-align: center;">20</p>	
Text (grammar, spelling, punctuation)	<p>Multiple grammar, spelling or punctuation mistakes.</p> <p style="text-align: center;">3</p>	<p>Few grammar, spelling or punctuation mistakes.</p> <p style="text-align: center;">7</p>	<p>No grammar, spelling or punctuation mistakes.</p> <p style="text-align: center;">10</p>	
			Score	/90