**TV Ad Rubric** Names \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Exceeds *10/9*** | **Fully Meets  *8.5/8/7.5*** | **Meets *7/6.5*** | **Minimally meets 6/5.5** |
| **Technology**  | TV ad looks professional**Some new creative components**Effort is apparent | TV ad looks pretty professional**Some creativity** Effort is apparent | TV ad needs some tech/editing work**More effort needed**  | **TV ad needs some work**More effort needed  |
| **Quality of Information** | **Original** and **relevant** information. Accurate facts and references to the novel**Clearly states why this person should be chief using symbols, plot points and quotes** | **Relevant** informationAccurate facts and references to the novel**Uses some evidence from the novel such as symbols, plot points and quotes**  | **Some relevant information**Some accurate facts and references to the novel | Little or no information used |
| **Acting – in character**  | Always in character**Convinces us that your candidate should be chief (make the lines relevant)**Obvious effort to be serious  | Usually in character **Convinces us that your candidate should be chief (make the lines relevant)**Some effort to be serious | Somewhat in characterLack of seriousness in some areas (giggly)**Doesn’t really convince us you should be chief** | Little to no effort to be in characterLack of seriousness in some areas**Do not convince me you should be chief.** |
| **Movement/Set** | Lots of “set changes”, movement and creative ways to show purpose | Some “set changes” and movement. Some creativity | Too much standing around, no effort to show movementSome set changes  | Too much standing/sitting, no movement or set changes |
| **Purpose/Message** | Message and purpose is creatively presented Details clearly support purpose**Emphasis on leadership, not story summary** | Message and purpose is understoodSlogan is clearDetails connect to purpose**Emphasis on leadership but may stray to story summary instead** | Purpose and message is somewhat confusing or unclearSlogan may be unclearDetails incomplete**More emphasis on story, not enough on leadership traits** | Message is minimal or ineffectiveDetails are missing or unconnected **No emphasis on leadership traits** |