**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** information  Accurate 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 character  Lack of seriousness in some areas (giggly)  **Doesn’t really convince us you should be chief** | Little to no effort to be in character  Lack 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 movement  Some 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 understood  Slogan is clear  Details connect to purpose  **Emphasis on leadership but may stray to story summary instead** | Purpose and message is somewhat confusing or unclear  Slogan may be unclear  Details incomplete  **More emphasis on story, not enough on leadership traits** | Message is minimal or ineffective  Details are missing or unconnected  **No emphasis on leadership traits** |