Commercial Presentation Rubric

Presenter(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Start Time \_\_\_\_\_\_\_\_\_\_ End time\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 4 | 3.5 | 3 | 2.5 |
| Creativity and presentation of script format | The presentation was really engaging and the script was in the proper format | The presentation was very good and the script was in proper format | The presentation was good and the script might have been written in a confusing way | Not quite there |
| Use of advertising Strategies | The commercial clearly explains the need for the product and uses at least 2 strategies | The commercial somewhat explains the need for the product and uses 1 strategy | The commercial does not adequately explain the need for the product or use any strategy | Not quite there |
| Visual Aids | The commercial makes good use of visual aids or props. | The commercial includes visual aids or props, but they do not significantly contribute to the commercial and/or they are not well done. | The commercial does not include any visual aids or props | Not quite there |
| Appropriate time | The commercial is presented within the time frame | The commercial is presented slightly outside the time frame. | The commercial is presented significantly outside the time frame. | Not quite there |
| Organization | The group was well prepared and the project ran smoothly | The group was prepared with minor challenges | The group had troubles presenting their project | Not quite there |
| Delivery/Acting | Sound and speech very clear | Sound and speech not always good | Sound and speech confusing | Huh? |
|  |  |  |  |  |

Total Points\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments: