Yes No

(3) (0)

\_\_\_\_ \_\_\_\_ The product being advertised is clearly identifiable.

\_\_\_\_ \_\_\_\_ The persuasive technique is clearly noticeable.

5 Points 3 Points 0 Points

|  |  |  |
| --- | --- | --- |
| The storyboard is neatly done. The writing is legible with no spelling errors and illustrations are colorful. | The storyboard is neatly done. The writing is legible, but there are spelling errors and illustrations are pencil drawings | More time and effort could be used to make a neater a storyboard with correct spelling. |
| Script is based on one product and ideas are well sequenced. | Most of the script is based on one product and most ideas are well sequenced. | The script should be based on one product and ideas are well sequenced. |
| The script begins with words and images that grab the audience’s attention. | The script begins with mildly interesting words and images. | The script should begin with words and images that grab the audience’s attention. |
| The script ends with a clear call to action. | The script contains a call to action, but not at the end. | The script should end with a clear call to action. |
| All words and images are clearly heard and seen. | Some words and images are clearly heard and seen. | Words and images should be clearly heard and seen. |
| Mechanics are perfect. | There are 1-5 errors in mechanics. | There are more than 5 errors in mechanics. |

Total points \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Yes No

(3) (0)

\_\_\_\_ \_\_\_\_ The product being advertised is clearly identifiable.

\_\_\_\_ \_\_\_\_ The persuasive technique is clearly noticeable.

5 Points 3 Points 0 Points

|  |  |  |
| --- | --- | --- |
| The storyboard is neatly done. The writing is legible with no spelling errors. Artwork is colorful. | The storyboard is neatly done. The writing is legible, but there are spelling errors. Artwork is colorful. | More time and effort could be used to make a neater a storyboard with more color and/or correct spellings. |

Total points \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_