

.....Persuasive Radio Ad VIDEO rubric for xxxxxx (2/2017)

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
<b>Creative</b>	Images and text work effectively & creatively together to encourage the viewer to want your product.	Images and text work effectively together to encourage the viewer to want your product.	Images and text sort of make the viewer want to buy your product.	Message isn't communicated effectively enough to make the viewer want to buy your product.
<b>Timing</b>	Voice-over is well timed to match the images on screen.	Voice-over is usually well timed to match the images.	V/O often doesn't match the images on screen.	Little effort to match the V/O with images.
<b>Editing</b>	Transitions, titles, cropping are clear, smooth and appropriate.	... mostly clear, smooth and appropriate.	... could be better edited for clarity.	Need a lot of work.
<b>Video Quality</b>	Lighting, sound & images are always clear.	2 elements are mostly clear.	2 elements are often unclear.	All elements are distracting.
<b>Entertaining</b>	Video is surprising, very fun to watch, or makes you think in a fun way.	Video is fun to watch.	Video isn't very entertaining.	Not at all entertaining.
<b>Intro Screen</b>	Text only, uses attn-grabbing verb, clearly states name of product, looks attractive, visible for 6-10 seconds	May have an image, uses attn-grabbing verb, states name of product, looks good	Includes several images, or forgets attn-grabbing verb or name of product, could be neater or goes too fast.	No intro screen included
<b>Persuasive</b>	Creatively & effectively uses 1-2 of the advertising techniques discussed in class to motivate viewers to buy the product.	Effectively uses 1-2 of the advertising techniques discussed in class to motivate viewers to buy the product.	Uses techniques discussed in class to motivate purchase of product, but not very clearly or effectively.	Uses none of the persuasive techniques discussed in class.
<b>Idiom (e.c.!)</b>	Cleverly and clearly uses an idiom in the spoken or written text.	Correctly uses an idiom in the spoken or written text.	Tries to use an idiom in the text, but not quite correctly or clearly.	--
<i>totals:</i>	32			
<i>comments...</i>		<b>Average:</b>	<b>4.00</b>	<b>out of 4</b>