**Commercial Video Rubric**

Worksheet #9

|  |  |  |  |  |
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|  | 1 | 2-3 | 4-5 | Score |
| Presentation skills | Basic use of dialogue. | Complex interactions to illustrate product qualities. | Persuasive interactions to convince consumers of the quality of the product.  Shows convincing evidence of product superiority. |  |
| Target market | Appeal to a general audience. | Clearly defined target audience. | Clearly defined target audience.  Persuasive use of target market values to present the product. |  |
| Scenery/props | Simple use of scenery and/or props to present the product. | Advanced use of scenery and/or props to present the product. | Persuasive use of scenery and/or props to present the product. |  |
| Overall quality | General presentation of product. | Sophisticated presentation of product. | Persuasive presentation that entices the target audience to purchase the product.  Within one minutes time frame.  All students participated in some manner. |  |
|  |  |  | Total Score |  |