

TV Commercial Rubric

Video	4	3	2	1
	Commercial should be between 2 to 4 minutes in length.			Commercial is less than 2 minutes in length.
	Commercial contains at least five points with supporting ideas.	Commercial contains at least four points with supporting ideas.	Commercial contains at least three points with supporting ideas.	Commercial contains at least two points with supporting ideas.
	Entire commercial directly corresponds to the issues being addressed.	A majority of the commercial directly corresponds to the issues being addressed.	Little of the commercial directly corresponds to the issues being addressed.	None of the commercial directly corresponds to the issues being addressed.
	Define your position (Make sure that it is easy to understand which candidate you support.)			Position is not able to be understood. (Not sure which candidate the commercial is for.)
	Commercial displays professional behavior (No laughing, or silliness)	Commercial mostly displays professional behavior (Little laughing, or silliness)	Commercial displays unprofessional behavior (Laughing, or silliness)	Commercial displays “anti-professional” behavior (Constant laughing, or silliness)
	Commercial has good quality. (The script is well written and turned in with video)	Commercial has average quality. (The script is written and turned in with video)	Commercial has fair quality. (The script may or may not be written and turned in with video)	Commercial has poor quality. (The script is not written and turned in with video)
	Commercial contains at least 4 props. (Posters, charts, or other props to demonstrate points.)	Commercial contains at least 3 props. (Posters, charts, or other props to demonstrate points.)	Commercial contains at least 2 props. (Posters, charts, or other props to demonstrate points.)	Commercial contains at least 1 prop. (Posters, charts, or other props to demonstrate points.)