Commercial Rubric (25)

|  |  |  |
| --- | --- | --- |
| **Focus Area** | **Explanation** | **Grade** |
| **Purpose** | The commercial achieves its purpose in “selling” the chosen country to the audience. Every sentence, every image is dedicated to this purpose. It is persuasive in nature.  | **\_\_\_\_\_ / 5** |
| **Supporting Details** | The commercial includes research, statistics, data, quotes, etc… (e.g. supporting details) that aid in the purpose.  | **\_\_\_\_\_ / 5** |
| **Images** | Images are clear, scaled appropriately, and aid in the purpose. | **\_\_\_\_\_ / 5** |
| **Audio** | Audio is clear, loud, and without skipping. | **\_\_\_\_\_ / 5** |
| **Time** | Audio is exactly 1 minute in length. You will be deducted 1 pt for each 5 seconds off.  | **\_\_\_\_\_ / 5** |
| **Total: \_\_\_\_\_\_ / 25** |

PSA Rubric (25)

|  |  |  |
| --- | --- | --- |
| **Focus Area** | **Explanation** | **Grade** |
| **Purpose** | The PSA achieves its purpose in “selling” the chosen NPO to the audience. If there is a secondary purpose (i.e. seeking donations), it needs to be evident. It is persuasive in nature.  | **\_\_\_\_\_ / 5** |
| **Supporting Details** | The commercial includes research, statistics, data, quotes, etc… (e.g. supporting details) that aid in the purpose. | **\_\_\_\_\_ / 5** |
| **Images** | Images are clear, scaled appropriately, and aid in the purpose. | **\_\_\_\_\_ / 5** |
| **Audio** | Audio is clear, loud, and without skipping. | **\_\_\_\_\_ / 5** |
| **Time** | Audio is exactly 1 minute in length. You will be deducted 1 pt for each 5 seconds off. | **\_\_\_\_\_ / 5** |
| **Total: \_\_\_\_\_\_ / 25** |