

Career Commercial Rubric

Names _____ Grade _____ Day _____

| | Academy Award Winner A | Academy Award Nominee B | Academy Award Special Mention C | Not Ready for the Academy U |
|--|---|--|---|---|
| Content Details Career Specifics 20 pts | Name of career, description of what person in career does, salary, job outlook, education, interests and skills, exciting | Includes most of the details of the career, but misses a few | Has only 2-3 of the details necessary | Has none of the career details mentioned |
| Digital Still Pictures 15 pts | includes at least 2 still pictures with good meaning | includes 2 digital pictures | includes 1 digital picture | No digital pictures included |
| Digital Video 15 pts | includes at least 2 video clips with good meaning | includes 2 video clips pictures | includes 1 video clip | no video clips included |
| Commercial Length 15 pts | Commercial is between 1 and 2 minutes | Commercial is a little too long or too short | Commercial is less than 45 seconds | Commercial is less than 45 seconds and unfinished |
| Cooperation with Partner 15 pts | Partners work well together and both participate and share the work load equally | Partners get the work done, but have some problems with workload divisions | Partners do not work well together and do not get things accomplished | No cooperation between partners is evident |
| Commercial Is Entertaining 10 pts | Fun to watch, well put together, creative - Want to remember this commercial | Well done and put together well, but simple and not as creative or fun to watch | Has just the bare basics, lacking the fun, can be boring | Not done well, or incomplete |
| Included Titles, Narrations or Music to Enhance Commercial 10 pts | The overall effect of the movie is terrific - great use of visual and audio effects | Has at least 2 of the following - good visual effects, transitions, titles, narrations, or music | Has at least 1 of the following - good visual effects, transition, titles, narrations, or music | Has no visual effects, transition, titles, narrations, or music |

Final Commercial Grade _____