

# Commercial Video Rubric

Task	10 points	5 points	0 points
<b>Level of effort</b>	You tried your best	You did well but could have used your time better	You used your time poorly
<b>Goal of the video</b>	Can be used as a good example for future classes	Might be considered a commercial but the message is unclear.	Video is not a commercial or is very poorly done
<b>Run Time</b>	Video is exactly the time asked for	Video is longer than was asked for	Video is shorter than was asked for
<b>Audio</b>	Includes dialog and music and is clear and understandable	Missing one, is muffled, low, too loud or hard to understand	Not present
<b>Product shots</b>	1 video showing the product and 1 still shot	In the correct orientation	Done incorrectly or missing
<b>Composition</b>	Video contains all asked for shots types and angles	Video contains half or more of the types of shots asked for	Video is done with less than half of the asked for compositions
<b>Transitions</b>		Experimented with video transitions	Not present
<b>Color Grading</b>	All clips have had color adjustments and work well together	Half of your clips have color adjustments that work well	Not present
<b>Adjustment Layer</b>		Use of adjustment layer for color or effects	Not present
<b>Effects</b>		Experimented with at least 3 effects	Not present
<b>Graphics</b>	2 Separate graphics created that contain text and shapes	1 graphic that contains text and shape	Not present
<b>File format</b>		Files turned in correctly	Mp4 only or none

Total Points \_\_\_\_\_/100