

Storyboard & Commercial Rubric

Teacher Name: **Mr. Maxfield**

Student/Group Name: _____

CATEGORY	4	3	2	1
Required Elements	Storyboard included all required elements as well as a few additional elements.	Storyboard included all required elements and one additional element.	Storyboard included all required elements.	One or more required elements was missing from the storyboard.
Use of Time	Used time well, commercial was exactly or within 1 second of the time frame for the commercials.	Used time well, commercial was 2 seconds off the time frame for the commercials.	Used time for the commercial was 3 seconds off the time frame for the commercials.	Used time poorly for the commercial. It was 4 or more seconds off the time frame for the commercials.
Clarity and Neatness	Storyboard is easy to read and all elements are so clearly written, labeled, or drawn that another student could create the presentation if necessary.	Storyboard is easy to read and most elements are clearly written, labeled, or drawn. Another person might be able to create the presentation after asking one or two questions.	Storyboard is hard to read with rough drawings and labels. It would be hard for another person to create this presentation without asking lots of questions.	Storyboard is hard to read and one cannot tell what goes where. It would be impossible for another person to create this presentation without asking lots of questions.
Cooperation	Worked cooperatively with partner all the time with no need for adult intervention.	Worked cooperatively with partner most of time but had a few problems that the team resolved themselves.	Worked cooperatively with partner most of the time, but had one problem that required adult intervention.	Worked cooperatively with partners some of the time, but had several problems that required adult intervention.
Creativity	Commercial demonstrated a high level of creativity. It was exciting and interesting. The commercial made you want to buy the product. Appeals easy to identify.	Commercial demonstrated a moderate level of creativity. It was interesting. The commercial almost made you want to buy the product. Appeals fairly easy to identify.	Commercial demonstrated some level of creativity. It might have been interesting. The commercial did not make you want to buy the product. Appeals not easy to identify.	Commercial demonstrated little or no level of creativity. It was not interesting. The commercial did not make you want to buy the product. No Appeals.

