

**GROUP NAME:**

**Logo and Slogan – 20 points**

Logo follows guidelines for color, font, and style	___/10
Slogan follows at least 3 guidelines from slogan handout	___/10
<b>Total</b>	<b>___/20</b>

**Magazine Print Ad – 30 points**

Two or more advertising appeals (besides logo/slogan) easily identified	___/20
Pixlr/Photoshop Skill Level	___/10
<b>*Bonus* QR Code linked to commercial</b>	<b>Total</b>
	<b>___/30</b>

**Storyboard and Script - 50 points**

Easy to follow and interpret pictures	___/10
Includes camera angles and/or movements	___/10
Commercial is recognizable from storyboard	___/10
Script includes all audio and video cues	___/20
<b>Total</b>	<b>___/50</b>

**Packaging – 50 points**

Attractiveness (logo, color, neatness, etc.)	___/20
Completeness (nutrition facts, slogan, etc.)	___/10
Effectiveness (in terms of appeal to target audience)	___/20
<b>Total</b>	<b>___/50</b>

**Commercial - 100 Points**

Creativity	___/20
Two or more advertising appeals or claims used	___/20
Time limit – within 1 second of 30, 45, or 60 seconds	___/10
Shows the product in a positive way	___/10
Includes slogan	___/10
Includes logo	___/10
Includes music and dialogue	___/10
Overall Effectiveness of commercial	___/10
<b>Total</b>	<b>___/100</b>

GRAND TOTAL \_\_\_\_\_/250