**Promotion Extension Assignment #1- Team Project** **Rubric**

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| Student Name: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |  |
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| **CATEGORY** |  | **20** |  | **15** |  | **10** | **5** |  |
| **Clear Message for the** **Commercial** |  | The message was straight forward and to the point. |  | The message demonstrated 75% clarity, but had some missing links |  | Clarity of the  message was approximately  50% | The message was not clearly communicated |  |
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| **Variety of**  **Communication**  **(Humor, Music,**  **Demonstration,**  **etc.) Used in the**  **Commercial** |  | Effectively used  different forms of  communication |  | Effectively used  one form of  communication |  | 50% of the  communication  was clear | Communication  was not clear or  effective |  |
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| **Overall Quality**  **of the**  **Commercial** |  | High quality  commercial |  | Good commercial  that could use some upgrades (better sound, organization, etc.) |  | Good concept that  needed to be communicated more clearly in the  commercial | Poor quality due to organization and effort extended |  |
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| **Preparation** |  | Commercial was  the result of 100%  detailed  preparation |  | Commercial was  good but could  use more  preparation |  | Commercial  seemed  incomplete. End  product would be  better with greater preparation | Commercial lacked preparation |  |
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| **Time Use** |  | Classroom time was used to work on the project. Conversations were not disruptive  and focused on  the work |  | Classroom time  was used to work  on the project the  majority of the  time. Conversations were not disruptive and focused on the work |  | Classroom time was used to work on the project the majority of the time, but conversations often were disruptive or did not focus on the work | Student did not  use classroom  time to work on the project and/or was highly disruptive |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points