**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 themessage was approximately50% | The message was not clearly communicated |  |
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| **Variety of****Communication****(Humor, Music,****Demonstration,****etc.) Used in the****Commercial** |  | Effectively useddifferent forms ofcommunication |  | Effectively usedone form ofcommunication |  | 50% of thecommunicationwas clear | Communicationwas not clear oreffective |  |
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| **Overall Quality****of the****Commercial** |  | High qualitycommercial |  | Good commercialthat could use some upgrades (better sound, organization, etc.) |  | Good concept thatneeded to be communicated more clearly in thecommercial | Poor quality due to organization and effort extended |  |
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| **Preparation** |  | Commercial wasthe result of 100%detailedpreparation |  | Commercial wasgood but coulduse morepreparation |  | Commercialseemedincomplete. Endproduct would bebetter with greater preparation | Commercial lacked preparation |  |
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| **Time Use** |  | Classroom time was used to work on the project. Conversations were not disruptiveand focused onthe work |  | Classroom timewas used to workon the project themajority of thetime. 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 notuse classroomtime to work on the project and/or was highly disruptive |  |
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Total Score \_\_\_\_\_\_\_\_\_\_\_

Maximum 100 Points