

## Video Commercial Rubric

### DESCRIPTION OF EVENT

A video commercial is created to promote the company's product or product line. The commercial must be between 30 seconds and 60 seconds in length, and uploaded digitally based on the guidelines determined by competition hosts.

### GUIDELINES

- Student-employees of each company will write and produce a 30-60 second video commercial for their Virtual Enterprise firm.
- All student-employees can participate in the production of the video commercial. The commercial must be original student work.
- All entries must be appropriate for a school event.
- Evaluation will follow the rubric on the next page.
- The top teams in each category will receive awards as determined by the competition host.

## Video Commercial Rubric

Video Commercial		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Elements <ul style="list-style-type: none"> <li>• Content suitable, appropriate for school project.</li> <li>• Product is clearly visible and easy to identify.</li> <li>• Name of company is identifiable.</li> </ul>	0	1-7	8-14	15-20	
Copyright laws have been followed and permissions are cited within the video or as part of credits.	0	1-7	8-14	15-20	
Presentation is clear and concise and achieves its purpose (i.e., public awareness, sell products/services, etc.).	0	1-7	8-14	15-20	
Brand image is supported by the video elements (ex. Logo, colors, slogan, etc).	0	1-7	8-14	15-20	
Proper use of grammar, spelling, and punctuation, etc. is applied.	0	1-3	4-7	8-10	
<b>Presentation</b>					
Commercial includes an effective opening, body, and conclusion.	0	1-7	8-14	15-20	
Transitions are effective and appealing.	0	1-5	6-10	11-15	
Audio and visual elements are coordinated and complementary.	0	1-5	6-10	11-15	
Audio editing <ul style="list-style-type: none"> <li>• Good quality</li> <li>• Appropriate volume</li> </ul>	0	1-5	6-10	11-15	
Proper use of video technology <ul style="list-style-type: none"> <li>• Video uses multiple camera angles.</li> <li>• Video is smooth and steady.</li> <li>• Video is in focus.</li> </ul>	0	1-3	4-7	8-10	
Titles and Graphics enhance overall quality/presentation.	0	1-5	6-10	11-15	
Commercial is effective at motivating audience to action.	0	1-5	6-10	11-15	

<b>Total Points</b>					/200 max
<b>Deductions</b>					
Obvious copyright infringement or plagiarism; example, use of the Nike brand or logo without permission. (2 points for each occurrence).					
Deduct two (2) points for commercial less than 30 seconds or over 1 minute.					
<b>Final Score</b>					/200 max

<b>Judge's Name/Code</b>		<b>Date</b>
<b>Judge's Comments</b>		