

## Mini Live Infomercial Rubric

	<b>Level 4</b> Demonstrated a very high understanding of concepts and all expectations met	<b>Level 3</b> Demonstrated a high understanding of concepts and met expectations	<b>Level 2</b> Demonstrated considerable understanding of concepts, nearing expectations	<b>Level 1</b> Demonstrated limited understanding of concepts and ideas	Not completed
<b>Script (Individual)</b>					
Script is typed, complete, accurate and is directed to the target market of the product	5	4	3	2.5	0
Script follows proper formatting	5	4	3	2.5	0
Valued member of your group. Provided input and was reliable	10	8	6	5	0
<b>Live footage</b>					
Smooth, appropriate transitions between shots	5	4	3	2.5	0
Audio levels appropriate	5	4	3	2.5	0
Camera angles, shots suitable	5	4	3	2.5	0
<b>Editing and Equipment Use</b>					
Added appropriate titles and sounds	5	4	3	2.5	0
All equipment/supplies treated with respect and put back in proper location	5	4	3	2.5	0
<b>TOTAL:</b>					<b>/45</b>

Student(s) \_\_\_\_\_