

1 Minute Commercial Video Rubric Overview

Name: _____

1. Length of video 60 seconds _____/10

2. At least 5 different camera shot types _____/10

3. Titles/Illustrations _____/10

4. 5 seconds black and logo _____/10

5. Creativity with audio/video etc. _____/10

6. Persuasion to sale _____/10

7. Overall presentation _____/30

8. Class evaluation _____/10

TOTAL POINTS _____/100