

## Task 6: Commercial and Script 60 points

Create a **SCRIPT** and a 1 minute television commercial. You will need to create this and post it in the Sample Drive in the class folder. You will lose points if your commercial is not **exactly 1 minute**. Remember the commercial is a short advertisement to promote your policies, it is not a speech.

Group Members \_\_\_\_\_/60

CATEGORY	5	4	3	1
<b>Script</b>	The script is well thought out and logical. The sequences of events along with the notes, music and camera shots are done with quality. Narration is scripted.	The script is followed but there are a few minor changes. The music and camera shots are fairly well done.	The script is present but it is not followed in the commercial. There are significant discrepancies.	Script and commercial were not followed
<b>Mechanics of the Script</b>	There were no grammatical errors in the commercial script.	There were a few grammatical errors in the commercial script. Less than 2	There three or more grammatical errors in the commercial script.	The script is full of grammatical errors.
<b>Script was followed</b>	The commercial is exactly as the script says.	The commercial follows the script but with a few minor differences.	There are major differences between the script and the commercial	The script is completely different on non-existent.
<b>Campaign Issues:</b>	The content in the commercial is related to the platform and is presented as a top priority to the voters. It is also evident how the candidate will make a difference.	The content in the commercial is in the platform and a priority to the voters.	.The content in the commercial is of minimal concern to the voters of the district.	The content in the commercial is not related to the voters of the district.
<b>Content</b>	The content in the commercial is related to the platform and is presented as a top priority to the voters. It is also evident how the candidate will make a difference.	The content in the commercial is in the platform and a priority to the voters.	.The content in the commercial is of minimal concern to the voters of the district.	The content in the commercial is not related to the voters of the district.
<b>Encourages voters to get out and vote</b>	The commercial enthusiastically encourages voters to support the candidate and get out to vote.	The commercial encourages the voters to vote	The commercial vaguely mentions the election and voting.	The commercial doesn't address election day and makes no mention of voting
<b>Endorsement statement</b>	The endorsement statement by the candidate is present and easily understood	The endorsement statement by the candidate is present but muffled or indecipherable.	The endorsement statement is not by the candidate and is not understandable.	There is no endorsement statement.

<b>Images</b>	Images create a distinct atmosphere or tone that matches the issues of the campaign. The images may communicate symbolism and /or metaphors.	Images create an atmosphere or tone that matches some issues of the campaign. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/ tone but it needed more work. Image choice is logical	Little or no attempt to use images to create an appropriate atmosphere/tone.
<b>Audio</b>	Music or audio is clear and stirs a rich emotional response that matches the story line.	Music or audio is fairly clear and the music is appropriate for the story line.	The music or audio is acceptable, but it does not add to the story.	Music is distracting, inappropriate or was not used.
<b>Presentation</b>	The presentation of the commercial is easily followed and the viewer knows exactly what is happening. There is a high quality to the commercial.	The presentation of the commercial is easy to follow but the viewer has one or more questions. There are some issues with the quality of the pictures or the sound.	The presentation of the commercial is not easy to follow and the viewer cannot determine its purpose.	The presentation of the commercial is of very poor quality and the viewer cannot determine its purpose.
<b>Time</b>	The commercial was no more than 1 minute long.	The commercial was between 55 sec. and 1 minute long or it is too long by 3-5 seconds.	The commercial was between 30 and 45 sec. long or it was 10 seconds over.	The commercial was less than 30 seconds.
<b>Posted</b>	The commercial is in the class folder before the assigned date.	The commercial is posted in the class folder on the assigned date	The commercial is not posted by the deadline.	The commercial was never posted.