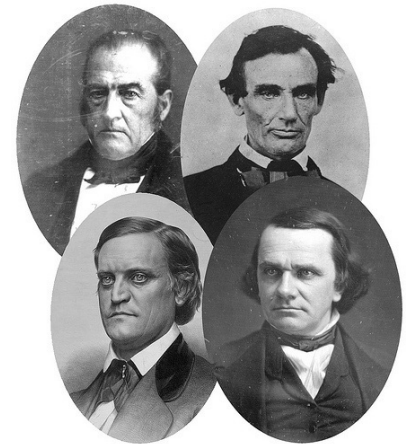


1860 Attack Ads Grading Rubric

Names: _____

Period: _____ Candidate/Opponent: _____



Performance Levels:

Proficient	Satisfactory	Unsatisfactory
------------	--------------	----------------

Script / Storyboard 5 pts. possible

DIALOGUE	complete & thorough	2	sketchy & incomplete	1	script / storyboard not submitted	0
RESOURCES	visuals & audio delineated	2	missing visuals or audio	1		
IMAGERY	imagery illustrated	1				

/ 5

Attack Ad 65 pts. possible

LENGTH	30 - 45 seconds	5	20 - 30 or 45 - 55 sec.	4	≤ 20 or 55 ≥ sec.	2
SOUND / MUSIC	contributes to tone of ad	10	neutral	7	detracts from tone	2
VOICE-OVER	contributes to tone of ad	10	neutral	7	detracts from tone	2
COLORS	contributes to tone of ad	5	neutral	4	detracts from tone	2
FOCUS	position of ad is clear	15	vague & suggestive	10	unclear	5
HISTORICAL ACCURACY	all imagery and information is consistent with 1860	20	some contemporary elements	10	many contemporary elements	5

/ 65

Compliments:

Observations for Improvement:

- | | | |
|---|--|--|
| <input type="radio"/> technically advanced | <input type="radio"/> too short | <input type="radio"/> poor choice of music |
| <input type="radio"/> very clever | <input type="radio"/> too lengthy | <input type="radio"/> poor choice of colors |
| <input type="radio"/> hilarious!!! | <input type="radio"/> hard to hear | <input type="radio"/> too many modern images |
| <input type="radio"/> one of this year's best commercials !!! | <input type="radio"/> choppy transitions | <input type="radio"/> used non-1860 info |
| | <input type="radio"/> vague message | <input type="radio"/> |

Total Points: / 70

Grade: