



General Advertisement

30-second maximum

Scoring Guide

Create an advertisement for a local business or public service. Ads should be the product of collaboration between the students and business owner. Ads should be sensitive to the purpose and targeted to a specific demographic. Be sure to include information as applicable to the business (i.e., location, hours, etc.) Ads should engage the viewer and promote the local business positively.

Points Possible	Criteria
15	The ad is made in collaboration with a local business or public service
15	The ad clearly shows the products or services being advertised
15	The ad persuades the viewer to become a consumer of the products/service being advertised
15	The ad demonstrates an understanding or persuasive techniques (i.e., band wagon, testimonial, emotional appeal, irony, repetition)
10	Music selection matches the tone of the video
10	General audio quality is balanced throughout the film
20	Film follows basic film techniques (rule of thirds, transitions, lighting, jump-cuts)