

Commercial Rubric

Student Name: _____

Task:	Advanced	Proficient	Novice	Comments
BRAINSTORM IDEAS	The group was able to brainstorm at least 10 ideas for the commercial.	The group was able to brainstorm at least 7 ideas for the commercial.	The group was able to brainstorm fewer than 3 ideas for the commercial.	
MAIN MESSAGE	The group worked very well together and created a clear and powerful main message.	The group worked fairly together and created a clear main message.	The group did not work well together and did not create a clear main message.	
CHARACTER DEVELOPMENT	The group developed powerful characters that clearly expressed the main message.	The group developed characters that adequately expressed the main message.	The group did not develop characters that clearly expressed the main message.	
SETTING/ ACTION	The group developed an outstanding setting that clearly conveyed the main message. The action was clearly expressed.	The group developed a good setting that clearly conveyed the main message. The action was somewhat clearly expressed.	The group did not develop a good setting that clearly conveyed the main message. The action was not clearly expressed.	
DIALOGUE	The group developed powerful dialogue that clearly expressed the main message, powerfully expressed the character's thoughts, and supported the setting and action.	The group developed powerful dialogue that somewhat clearly expressed the main message, adequately expressed the character's thoughts, and supported the setting and action.	The group did not develop dialogue that clearly expressed the main message, did not express the character's thoughts, and did not support the setting and action.	