

Green Product Infomercial

Group: _____

CATEGORY	4	3	2	1
Videography -Clarity	Video did not rock/shake and the focus was excellent throughout.	Video did not rock/shake and the focus was excellent for the majority of the video.	Video had a little rocking/shaking, but the focus was excellent throughout .	Problems with rocking/shaking AND focus.
Videography-Interest	Many different \"takes\", camera angles, sound effects, and/or careful of use of zoom provided variety in the video, if appropriate.	Several (3-4) different \"takes\", camera angles, sound effects, and/or careful of use of zoom provided variety in the video, if appropriate.	One or two different \"takes\", camera angles, sound effects, and/or careful of use of zoom provided variety in the video, , if appropriate.	Little attempt was made to provide variety in the video.
Length of Video	Video was 5:00-8:00 minutes long.	Video was 4:30-5:00 or 8:00-8:30 minutes long.	Video was 3:30-4:30 or 8:30-9:00 minutes long.	Video was less than 3:00 or more than 9:00 minutes long.
Titles and Credits	All titles and credits are accurate, legible and draw the viewer\'s attention.	Most titles and credits are accurate, legible and draw the viewer\'s attention.	Some titles and credits are accurate, legible and draw the viewer\'s attention.	Few (less than 75%) titles and credits are accurate, legible and draw the viewer\'s attention.
Interest and Purpose	Video has a clear and interesting purpose.	Video is interesting but purpose is somewhat unclear.	Video is not very interesting and purpose is somewhat unclear.	Video is not interesting and has no discernable purpose.
Participation	All students had a clear role in the production, either on camera or off.	Three students had a clear role in the production, either on camera or off.	Two students had a clear role in the production, either on camera or off.	There was not clear participation.

Costume & Props	All students wore costumes and the group used some props, if appropriate.	Some students wore costumes and the group used some props, if appropriate.	Students wore no costumes, but the group used some props, if appropriate.	No costumes and no props were used, if appropriate.
Green Product Information	Infomercial describes the product. It describes both its advantages and disadvantages of the Green Product over the product it is replacing.	Infomercial describes the product. It describes some advantages and/or disadvantages of the Green Product over the product it is replacing.	Infomercial has some glaring omissions when describing the product.	The infomercial does not discuss the approved Green Product.