

The Group portion of this assignment is worth 75 points.

Quality and Content of Commercial

This portion of your grade contributes 30 points. A minor issue (m) will reduce the grade by 3 points. Major issues or multiple minor issues (M) will reduce it by 8 points.

M	m	Objective
.	.	Video is persuasive.
.	.	Video effectively demonstrates how the product “solves” this problem.
.	.	Contributions of each group member are clear and equitably distributed.
.	.	Uses time available effectively (3-5 minutes, without rushing or wasting time).

Quality and Content of Script and Storyboard

This portion of your grade contributes 30 points. A minor issue (m) will reduce the grade by 3 points. Major issues or multiple minor issues (M) will reduce it by 8 points.

M	m	Objective
.	.	Storyboards are appropriate and effective.
.	.	Script is free of significant grammatical errors.
.	.	Final product generally reflects the content of the script and storyboard.
.	.	Script is a group effort and not the work of only one group member.

Meetings

This portion of your grade contributes 15 points. One missed meeting is a minor issue (m), and will reduce the grade by 5 points. More than one missed meeting is a major issue (M) and will reduce the grade by 10 points.

M	m	Objective
.	.	Group held the required number of meetings (as documented in minutes).