



## GENERAL ADVERTISEMENT

**30-seconds maximum**

### Scoring Guide

Create an advertisement for a local business or public service. Ads should be the product of a 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.

\*Be sure to get a signed Location Release for any filming done on the premises.

POINTS POSSIBLE	CRITERIA
<b>TECHNICAL ASSESSMENT:</b>	
35	Good quality VISUALS that enhance the story. Includes: Strong Lighting, Nicely Composed Shots, sharply focused subjects, Steady Camera Operation
20	Good quality SOUND that pushes story forward with crisp sync sound
35	Postproduction EDITING shows attention to detail: Includes: Shots Flow, Audio levels are even, Story is developed through the cuts
35	A variety of RAW MATERIAL of high production quality is used: Interview (if used) are professionally composed, use 3-point lighting, Have crisp audio from hidden microphone, Visuals enhance overall story meaning, Archival/Stock footage is credited and enhances tone/feeling, Music/Narration/Sound are woven within the story (if used)
<b>ANALYTICAL ASSESSMENT:</b>	
25	Ad clearly shows the product(s) or service(s) being advertised.
25	The AD is communicated clearly, intelligibly and creatively. Uses persuasive techniques (band wagon, testimonial, emotional appeal, irony, repetition)
25	The film INFORMS, EDUCATES, and ENTERTAINS?