

Designer's Name: _____ Designers Career: _____

Required Elements	Score	Evaluator MUST comment in each box below to receive credit for the assignment.
<p>Content: THOROUGHLY discussed Job Description Education (SD school, length, cost) Work Environment Salary (both SD & National) Personal Qualifications Job Outlook & Opportunities for Advance Job Shadow</p>	<p>20 18 16 14</p>	<p>Justify your score. For example, you might deduct 1 point for one section if info is missing.</p>
<p>Digital Images Clear quality. Wide variety. An abundant number so that viewers didn't have to look at the same photos for long periods of time. Pictures fit the narration.</p>	<p>5 4 3 2</p>	
<p>Digital Video Clip Contributed to presentation, not just dumped in. Easy to hear. (If not, deduct points) Then... If 15-30 seconds, no deduction If 30-45 seconds, -1 pt deduction If 45-60 seconds, -2 pts deduction If 60 seconds+, -3 pts deduction</p>	<p>5 4 3 2</p>	
<p>Commercial Length If over 5:00, no deduction If 4:30-5:00, no deduction If 4:00-4:30, -1 pt deduction If 3:30-4:00, -2 pts. deduction If shorter than 3:30, -3 pts. deduction</p>	<p>5 4 3 2</p>	<p>Length of Commercial is _____</p>
<p>Titles, Effects, Transitions Titles, effects, transitions used effectively. Catchy title on 1st slide! No misspellings. Effects contribute instead of distract.</p>	<p>5 4 3 2</p>	
<p>Music and Narration Appropriate music to fit the career. Narration is clear and easy to hear and not read too fast. Narration is upbeat and easy to listen to. Music doesn't overpower narration.</p>	<p>10 8 6 4</p>	

Turn Over to Finish!

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<p>Screen Credits Labeled Works Cited. Easy to read (If not, deduct points, then check for...) AT LEAST 7 different sources cited: interview, career article, song, video, bls or info site, SD or other salary site, business website. Deduct 1 point for each one missing.</p>	<p>5 4 3 2 1</p>	<p>Anything missing?</p>
<p>Commercial is professional, well put together, creative, entertaining, memorable and easy to watch.</p>	<p>You may give a score up to 20 in this box, 20 being an "EVERYONE should watch this!" score. score of _____</p>	<p>Justify the score you gave:</p>

Total up the boxes. Score is _____/75 possible points

Turn Over to Finish!