**Commercial, PSA, & PSV Rubric (adopted from Polk County ITV)**

Motivational Power (25 points)

Any elements which motivate viewers (especially students) to buy the product, come out to the event, contribute to the fundraiser, etc. OR follow the advice of the PSA. The more judges are moved to positive action, the higher this score should be, although different people are motivated by different factors. For some, excitement does the trick, while for others a sense of duty or responsibility can be just as powerful a motivator. Still a third group participates because their peers are doing so in large numbers, while other motivational ploys target a search for good price bargains or the desire to be top dog in a contest.

Clarity of Message (25 points)

Although some national commercials leave viewers scratching their heads about exactly what was being promoted or what they should do after having seen the commercial, we encourage schools to air commercials and PSAs with clear messages. Clarity is often achieved with simplicity because, after all, you have only 60 seconds to get your message out. Repeating your message usually reinforces it, as does the use of attention-getting graphics.

Creativity (25 points)

Americans see thousands of commercials each year so commercial producers are motivated to make ads which stand out from the mainstream. That’s where creativity comes in. Sometimes being creative means taking an old idea or theme and giving it a new twist, a principle of both commercials and comedy Aristotle ruminated about 2,000 years ago. Many believe, however, that a higher form of creativity involves taking a brand new approach. Hard to explain but easy to recognize, creativity elicits viewer responses like “how clever!” or “I wish I had thought of that.”

The following ranges will be used when deciding points in the above sections:

21-25 points—Decidedly Superior (meets practice 80%-100 % of the time)

16-20 points—Above Average (meets practice 60%-80 % of the time)

11-15 points—Average (meets practice 40%-60% of the time)

6-10 points—Below Average (meets practice 20%-40% of the time)

1-5 points—Decidedly Inferior (meets practice 0%-20% of the time)

Technical Merit (25 points)

* Sound clarity and volume – *5 points*
* Camera work (steadiness, proper framing, creativity) – *5 points*
* Appropriate lighting and color balance – *5 points*
* Video and audio editing – *5 points*
* Set (use of locations, props) – *5 points*