

CRITERIA	ADVANCED	DEVELOPING	EMERGING
COMMERCIAL CRITERIA 25%	<ul style="list-style-type: none"> ● The advertisement uses a lot of persuasive language to help persuade the audience ● The advertisement uses clear emotional appeals to sell the product ● The advertisement clearly and effectively demonstrates the use of a mix of strategies to sell the product- ie colours, logos, jingle, humour ● The ad has a clear intended audience, and insightfully engages and appeals to that audience 	<ul style="list-style-type: none"> ● The advertisement uses some persuasive language in the advertisement ● The advertisement attempts to evoke emotion in its intended audience ● The advertisement attempts to use other strategies with some effect on its overall persuasiveness ● The ad has an identifiable audience that it engages and appeals to 	<ul style="list-style-type: none"> ● The advertisement uses very little persuasive language in the advertisement. Persuasive effect is minimal ● The advertisement makes reference to emotion without appropriate context ● The advertisement makes no attempt to utilize other strategies ● The intended audience is unclear. The ad has limited appeal to the intended audience
EDUCATIONAL OBJECTIVE LINK 25%	<ul style="list-style-type: none"> ● Strong and clear link between educational objective of the topic and the final project 	<ul style="list-style-type: none"> ● Satisfactory link between educational objective of the topic and the final project 	<ul style="list-style-type: none"> ● Poor link between educational objective of the topic and the final project
CREATIVITY 25%	<ul style="list-style-type: none"> ● Outstanding skill in showing imagination and creativity in content and production techniques ● Superior attempt in creating a product that shows originality ● Outstanding and imaginative skill in showing mood, style and artistic interpretation 	<ul style="list-style-type: none"> ● Adequate skill in showing imagination and creativity ● Adequate attempt to create original product or concepts ● Sufficient skill showing mood, style and artistic interpretation using production techniques 	<ul style="list-style-type: none"> ● Poor attempt at utilising imagination and creativity in content and/or technical manner ● No attempt to create original product or concepts ● Little or no attempt to show a mood, style or artistic interpretation using production techniques
TECHNICAL 25% Lighting Audio/Sound Photography Editing Graphics/Titles	<ul style="list-style-type: none"> ● Lighting creatively and effectively used ● Audio is flawless and well balanced using ambient sound, music and/or sound effects effectively ● Camera work is outstanding using shots and angles to provide impact ● Editing is effectively used to enhance message ● Graphics/titles are used to enhance the topic or message 	<ul style="list-style-type: none"> ● Lighting appropriate for message ● Audio consistent and clear ● Camera work suitable for message ● Editing is logical and unobtrusive (transitions used with purpose) ● Graphics/titles are original and appropriate 	<ul style="list-style-type: none"> ● Lighting negatively impacted the video ● Inconsistent audio/sound ● Camera occasionally out of focus or shaky ● Edited pieces of video are not placed in logical order and/or do not support message ● Graphics/titles unrelated or poorly done

NOTE: All entries should be of a 'General' rating, with content suitable to be shown to all Primary School aged children.