

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

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