

# TV ADVERTISEMENT PROJECT RUBRIC

Digital Media I  
Middle Creek High School



Student's Name: \_\_\_\_\_

Teacher: Mr. Furse

## TV ADVERTISEMENT PROJECT

### PLANNING & STRUCTURE (45 pts.)

Storyboard accurately depicts animation sequence

Score / Possible  
 / 25

Animation contains at least three separate scenes

/ 10

Animation is at least 12 seconds in overall length

/ 10

### DESIGN & APPEARANCE (45 pts.)

All tweens have easing & alpha adjustments (fading in and out)

/ 15

Appropriate audio and pictures have been successfully incorporated

/ 15

The animation mimics an actual television commercial

/ 15

### PROPER FILE MANAGING (10 pts.)

File was in the proper format (.SWF)

/ 3

File was properly named (lastname + tv)

/ 4

File was properly submitted (using form on MrFurse.com)

/ 3

Notes:

/ 100