**iMovie Bud, Not Buddy TV Commercial Rubric**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- |
| **Category** | **4** | **3** | **2** | **1** | **Score** |
| **Storyboard** | Storyboard is complete with sketches for each scene, detailed notes on titles, transitions, special effects, sound, etc. Storyboard reflects outstanding planning and organization for the visuals in the video. | Storyboard is relatively complete with sketches for most scenes, and notes on title, transitions, special effects, sound, etc. Storyboard reflects effective planning and organization for the visuals in the video. | Storyboard has glaring omissions in scene planning. There are some sketches, and notes on titles, transitions, special effects, sound, etc. Storyboard reflects attempts at planning and organization for the visuals in the video. | Storyboard is not done or is so incomplete that it could not be used even as a general guide. Storyboard reflects very little planning of the visuals. |  |
| **Script (grammar, conventions, spelling)** | Writer makes 1-3 errors with grammar, conventions or spelling. | Writer makes 4-6 errors with grammar, conventions or spelling. | Writer makes 6-8 errors with grammar, conventions or spelling. | Writer makes 9 or more errors with grammar, conventions or spelling. |  |
| **Script (format and writing process)** | Script is written in correct format and writers followed correct writing process. | Script is written mostly correct format and writers followed mostly the correct writing process. | Script is written in slightly correct format and writers followed slightly correct writing process. | Script is not written in correct format and writers did not follow correct writing process. |  |
| **Bud, Not Buddy Themes** | Commercial followed a specific theme from the story, using specific vocabulary for support. | Commercial mostly follows a specific theme from the story, and uses some specific vocabulary for support. | Commercial slightly follows a specific theme from the story, and uses only few specific vocabulary words for support. | Commercial does not follow a specific theme from the story, and does not use specific vocabulary for support. |  |
| **Commercial** | Group uses iMovie correctly (tools, transitions, etc.) to create a 60+ second commercial about theme from BNB.  | Group uses iMovie somewhat correctly (tools, transitions, etc.) to create a 40-59 second commercial about theme from BNB. | Group uses iMovie somewhat correctly (tools, transitions, etc.) to create a 25-40 second commercial about theme from BNB. | Group uses iMovie to create a 25 second or less commercial about BNB. |  |
| **Group Collaboration** | Worked cooperatively with partner all the time with no need for adult intervention. | Worked cooperatively with partner most of time but had a few problems that the team resolved themselves. | Worked cooperatively with partners most of the time, but had one problem that required adult intervention. | Worked cooperatively with partners some of the time, but had several problems that required adult intervention. |  |

**TOTAL SCORE =**