

Commercial				
	Beginning 0-3	Developing 4-5	Accomplished 6-7	Distinguished 8-10
Lighting- Are appropriate lighting techniques used?	Lighting techniques are inadequate; scenes are dark and hard to see.	Lighting techniques and scenes are adequate; Needs improvement.	Lighting techniques are proficient, and most scenes are easy to see.	Lighting techniques are exceptional; scenes are clear and easy to read.
Audio- Is the audio track free of distortion and easy to understand?	Audio is distorted and/or hard to hear. Audio dialog or sound effects do not sync with video.	Some audio is sufficient and sometimes hard to hear.	Audio has minor errors, Audio dialog or sound effects typically sync with video.	Audio is clear and easy to listen to, and is in sync with video.
Editing- Does the video show flow and continuity, free of blank or missing frames?	Video has blank or missing frames and continuity is compromised.	Video editing is adequate, and needs improvement.	Video is good but sometimes there are disruptions in the flow.	Video is clear and well thought out.
Effectiveness- Does the video follow a story?	Video does not follow a story, and has no clear direction.	Video story is adequate, but needs improvement.	Video story is good.	Video follows a clear story.
Cinematography	Many shots are unfocused and poorly framed. The camera is not held steady and excessive panning and zooming distracts the viewer. No close-ups are used. Shots are long with no cutaways. Continuity is not taken into consideration and severely effects the project	Shot composition is straight forward, but not dynamic. Continuity is slightly flawed.	Camera technique is straight forward and clean. Project contains multiple angles that are well planned out. Moving camera techniques are used appropriately. Continuity has been taken into consideration and project has minimal continuity issues.	Creative thought processes are evident through unique camera techniques that emphasize the mood of the project. All shots are well framed. Creative camera techniques are intentional, thought out and do not detract or distract from the focus of the project. Multiple angles are used but do not distract. Continuity of shots seems perfect.