Attack Ad Video Rubric

	Exemplary	Accomplished	Developing	Beginning	Deficient	Inadequate
Chosen Issues	Your chosen issues are clearly articulated and supported. You successfully highlight your achievements and a major policy blunder made by your political opponent.	Your chosen issues are clearly articulated and supported. You successfully highlight your opponent's major blunder, and adequately highlight your major achievements in the same regard.	Your chosen issues are clearly articulated, but support may be lacking. You successfully highlight your opponent's major blunder, and adequately highlight your major achievements in the same regard.	Some of your chosen issues are articulated, and support may be lacking, Your opponent's blunder may not be clear, and your achievements may not be evident.	Your chosen issues are not relevant. You seem to have no real interest in this project.	Your video is ineffective and irrelevant.
Tone	Your video uses a clearly defined tone throughout. The tone effectively conveys your chosen message, relates to your candidate's campaign, and "forshadows doom" if your opponent is elected.	Your video uses a mostly consistent tone throughout. The tone effectively conveys your chosen message, relates to your candidate's campaign, and "forshadows doom" if your opponent is elected.	Although your tone is consistent, it does not always convey your chosen message, relate to your candidate's campaign, and "forshadow doom" if your opponent is elected.	Your tone changes from time to time and may not be in the spirit of your candidate's campaign.	Your tone is not consistent, and does not follow the spirit of your candidate's campaign.	Your tone is ineffective, over the top, and/or irrelevant.
Data	The data you choose to present related to your candidate and your chosen opponent, is 100% accurate	-	The data you choose to present related to your candidate is accurate, but you include inaccuracies about your opponent.	The data you choose for each side may include some inaccuracies, and you do not carefully balance it.	-	Your data is not accurate.
Concept	Your ad has a clearly defined concept which meets your campaign's needs	Your concept is adequately defined and meets your campaign's needs.	Your concept is adequately designed, but may not meet your campaign's needs.	Your concept is unclear, but attempts to meet your campaign's needs	A concept is attempted, and it approaches relevance at some level.	Your concept is ineffective or irrelevant.
Aesthetics	Your video is aesthetically outstanding. All media used is easily understood and has clear purpose.	Your video is aesthetically pleasing Most media used is easily understood and has a clear purpose.	Your video is aesthetically pleasing. Most media used is easily understood but may not have a clear purpose.	Your video is aesthetically adequate. Most media used is easily understood but may not have a clear purpose.	Your video is aesthetically adequate. Some media used is easily understood and may not have a clear purpose.	Your video is aesthetically poor.
Conventions	Your video meets the 1-2 minute time limit. You follow the correct process to create a video using Windows Live Movie Maker.	-	-	-	-	Your video does not meet the minimum time or program requirements.
50 Possible						**Total =**