

	Excellent	Satisfactory	Needs Improvement	Comments
Content- The commercial conveys the intended message appropriately and completely including the propaganda technique chosen. Strong, clear message/purpose.				
Creativity – The commercial reflects a creative approach to the project.				
Analytical Thinking – The commercial reflects a deep understanding of the issue and candidate's position.				
Political Issues- The commercial addresses two of the topics that the political parties differed over adequately and provides analysis for each.				
Music Sound and Text- The chosen music/sound is appropriate to mood/theme of the commercial. Text is easy to read/understand and				

mechanically correct. (Spelling)				
Overall design & appearance – The commercial is exceptionally designed for easy viewing. The content is well thought out and the sequencing makes sense. The commercial makes a great impression on the viewer.				