

PRODUCT PLACEMENT FAIRY TALE EVALUATION FORM

Assignments will not be accepted with use of drugs, alcohol, sex, profanity, or any inappropriate material of any kind.

Evaluation Criteria	Excellent	Good	Fair	Poor	Score
Nursery Rhyme	Nursery Rhyme/Jingle was accurate and not altered dramatically 10	Nursery Rhyme/Jingle was somewhat accurate or altered 9 8	Nursery Rhyme/Jingle was considerably altered 7 6	Can't follow the rhyme or jingle at all 5 or below	
Product Placements	At least 10 Product Placements 10	8-9 Product Placements 9 8	6-7 Product Placements 7 6	Less than 6 Product Placements 5 or below	
Product Appearances	All Product Placements have a picture 10	8-9 Product Placements have a picture 9 8	6-7 Product Placements have a picture 7 6	Less than 6 Product Placements have a picture 5 or below	
Creativity of Presentation	Overall Presentation shows great creativity 10	Overall Presentation show some creativity 9 8	Overall Presentation has little creativity 7 6	Overall Presentation has no creativity 5 or below	
Grammar, Punctuation, and spelling	Less than 3 Grammar, Punctuation, or Spelling Mistakes 10	3-5 Grammar, Punctuation, or Spelling Mistakes 9 8	6-7 Grammar, Punctuation, or Spelling Mistakes 7 6	More than 7 Grammar, Punctuation, or Spelling Mistakes 5 or below	
Comments:					Total:

