

FE1 –Video Advertisement Grading Checklist (10 points)

Students in Group: _____

Invention Name: _____

Time of video: _____

Video Content - 3 points	
Time Video is between 30 seconds and 2 minutes long	1 0.5 0
Information Informative – Advertisement explains what the invention is and what it does	1 0.5 0
Explanation/Details Advertisement explains important details like how much the invention costs and where/how to buy it	1 0.5 0
Video Quality - 3 points	
Clarity Video is easy to understand. Information is stated or shown clearly	1 0.5 0
Organization Video is well organized and is easy to follow.	1 0.5 0
Effectiveness Video proves that the invention is needed and something we want to buy	1 0.5 0
Creativity and Originality- 2 points	
Creativity Members use their creativity to create a video that is interesting	1 0.5 0
Originality Video has a unique quality or idea to advertise the invention	1 0.5 0
Overall Impression - 2 points	
Entertainment Video is entertaining and fun to watch	1 0.5 0
Quality Members put in time and effort to produce a good quality video	1 0.5 0
Total	/10