|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Outstanding | Exceeds Expectations | Average/Meets Expectations | Below Average | Incomplete |
| Focus:Genre is evidentPlot line is clearClear beginning and ending |  |  |  |  |  |
| Support:Music/(pathos)Product placementCasting (ethos)Mash-up of scenes / Transitions |  |  |  |  |  |
| Style:Photo Credit ReelSpeed/pacingTime (2:30-3:00 min)Photos (amount, clarity, fit, etc) |  |  |  |  |  |