|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Outstanding | Exceeds Expectations | Average/Meets Expectations | Below Average | Incomplete |
| Focus:  Genre is evident  Plot line is clear  Clear beginning and ending |  |  |  |  |  |
| Support:  Music/(pathos)  Product placement  Casting (ethos)  Mash-up of scenes / Transitions |  |  |  |  |  |
| Style:  Photo Credit Reel  Speed/pacing  Time (2:30-3:00 min)  Photos (amount, clarity, fit, etc) |  |  |  |  |  |