

iMovie Scoring Rubric	10 POINTS	7 POINTS	4 POINTS	0 POINTS
TIME	Congratulations , your services might be needed at the Winter Olympics to determine the winner of the bobsled events. It was between 25 and 35 seconds in length.	Almost had it, except you where following the Tech bell schedule. It was shorter than 25 seconds or longer than 35 seconds.	You must need a new watch battery, or else your second hand does not work. It was shorter than 20 seconds or longer than 40 seconds.	You created an epic that lasted longer than afternoon announcements the day before vacation, or We must have blinked. It was longer than 45 seconds or shorter than 15 seconds.
CREATIVITY	You have been nominated for a Cleo award for tops in the business.	Great idea, you just missed a bulls eye.	It's time to change the channel, or nature is calling.	Think of the worst, most annoying commercial ever, it's just been replaced.
EFFECTIVENESS	The National Democratic Party needs your help. Your ad really works and theirs don't.	You have a future in selling cars, HUUUUGE!	You'd have a hard time on the infomercial circuit.	You could not talk your way out of a paper bag.
CONTENT	Historically correct. We trust you like they used to trust Walter Cronkite	A little too much People magazine needs to be more like Time.	A few too many liberties with the facts.	Good, if you were writing a novel. Too bad the assignment was to do non-fiction.
REQUIRED ELEMENTS	You've done it all.	You missed one.	You missed a few.	You missed the boat.