

## Dr. Knowitall's Infomercial Rubric

Criteria	Weight	6-5	4-3	2-1	0
Content with 5 of the 7 areas of academic success	X 2	At least five of the seven areas of academic success are included. Uses details and examples to encourage success.	Includes essential information about achieving academic success. Uses limited examples and details.	Information is limited about achieving academic success. Examples and any details are brief.	Information and examples about achieving academic success are unclear.
Target market		Clearly defined target audience. Persuasive use of target market values to present the product.	Defined target audience. Persuasive quality to this audience is only somewhat present.	Appeals to a more general audience, rather than to student peers. Not persuasive.	Does not appeal or persuade.
Infomercial script and video time		Infomercial meets 6–10-min. limit and follows the script.	Infomercial exceeds the time limit and somewhat follows the script	Infomercial is shorter than time limit and visuals do not follow the script.	Infomercial doesn't meet the time limit, nor follow the script.
Techniques are employed in commercial to enable memory of product	X 2	Infomercial employs multiple techniques to enhance memorability and encourage the audience to use the advice.	Infomercial employs only two techniques to enhance memorability and encourage audience to use the advice.	Infomercial employs only one technique to enhance memorability and encourage audience to use the advice.	Infomercial is not memorable nor motivational.
Props and product are prepared and represent the desired appeal for viewers		Props are good; show creativity and believability. Has a professional appearance.	Props are good and show creativity. Product is somewhat believable, toward helping achieve success.	Props are good, but lack believability toward helping to achieve academic success.	Props are poor quality and ineffective toward helping achieve academic success.

Total Score \_\_\_\_\_