



New Product Project Performance Grade



PPERFORMANCE OVERVIEW: Your 3-person groups will each play a role in performing the "pitch" or advertisement of your product. Your music/graphic designer should be the spokesperson who introduces the product and closes out the final message at the end of the ad. Your product mock-up creators should be the main actors in the storyline component of your ad. The storyline component will take place on the mini-stage, while the spokesperson will present from the main, usually playing space.

Group Members' Names:

Date & Period:

Total ad run-time met	Commitment & energy given to role as spokesperson/character	Technical components
3 Min. = 10 points	Solid commitment & energy = 9-10 points	Music & graphics complimented Ad = 5 pts
2.5 Min. = 8-9 points	Fairly solid commitment & energy = 7-8 points	Music & graphics used somewhat well = 4 pts.
2 Min. = 6-7 points	Moderate commitment & energy = 5-6 points	Music & graphics decent as used in ad = 3 pts
1.5 Min. = 4-5 points	Low commitment & energy = 3-4 points	Music & graphics detracted from ad = 2 pts.
1 Min. = 2-3 points	Very low commitment & energy = 1-3 points	Music & graphics very poor or missing in ad = 0-1 pt.
.5 Min. = 0-1 point		
Exact run-time points earned:	Exact commitment & energy in performance points earned:	Exact technical component points earned:

These are the areas that worked very well during your performance:

VOCAL: Great projection/ volume
VOCAL: Very clear diction & enunciation
VOCAL: Great emotional tone
VOCAL: Varied inflections & tempo
PHYSICAL: Great eye contact w/ partner
PHYSICAL: Effective blocking
PHYSICAL: Solid use of gesturing
PHYSICAL: Great facial expression

These are the areas that worked moderately well during your performance:

VOCAL: Reasonable projection/ volume
VOCAL: Diction & enunciation only somewhat clear
VOCAL: Emotional tone somewhat flat/ambiguous
VOCAL: Inflections varied upon occasion
PHYSICAL: Varied degrees of eye contact w/ partner
PHYSICAL: Blocking minimal and/ or moderately effective in use
PHYSICAL: minimal to moderate use of gesturing during scene
PHYSICAL: moderate use of effective facial expression

These are the areas that I felt needed a bit of work during your performance:

VOCAL: Weak projection/ volume
VOCAL: Unclear diction & enunciation
VOCAL: Weak/lacking emotional tone
Vocal: Missing varied inflections & tempo
PHYSICAL: Min. eye contact w/ partner
PHYSICAL: Improve/add blocking
PHYSICAL: Improve use of gesturing
PHYSICAL: Improve facial expression

General Performance notes: