

Nonverbal Advertisement Project Critique Form

Group Members:

Date:

Period:

Script Grade
15 Points Possible:

Use of esthetically pleasing
camera angles (12 min. req.)
18 Points Possible:

Effective use of sound
effects & music:
(5 SFX + music req.)
5 Points Possible:

Use of effective graphic
plate at ending
3 points Possible:

Quality of editing/
maintaining continuity
5 Points Possible:

Overall Impact/
Effectiveness
4 Points Possible:

TOTAL POINTS EARNED OUT OF 50:

Project Notes: