

FRINDLE COMMERCIAL PROJECT RUBRIC

The script for your commercial should include:

- An ordinary object that has been renamed (5 points)
- Information about how the object should be used or what it is used for (10 points)
- Persuasive techniques to capture the audience's attention and convince them to buy the product (10 points)
- Reasons WHY people should buy the product (10 points)
- A price for the product (2 points)
- Where the product can be bought (3 points)
- Projected voice and expression during the commercial (5 points)

_____ out of 45 points



FRINDLE POSTER ADVERTISEMENT RUBRIC

The poster for your product should include:

- An ordinary object that has been renamed (5 points)
- A picture of the object that is colorful and attracts a person's attention (10 points)
- Information about how the object should be used or what it is used for (10 points)
- Reasons WHY people should buy the product (10 points)
- A price for the product (2 points)
- Where the product can be bought (3 points)
- All information and pictures neatly written and organized (5 points)

_____ out of 45 points



FRINDLE PRODUCT PACKAGING RUBRIC

The packaging for your product should include:

- An ordinary object that has been renamed (5 points)
- A picture of the object that is colorful and attracts a person's attention (10 points)
- Other colorful, engaging pictures or activities related to the product being sold (5 points)
- Information about how the object should be used or what it is used for (10 points)
- WHY people should buy the product (10 points)
- A price for the product (2 points)
- Where the product can be bought (3 points)

_____ out of 45 points

