

# PART ONE – Hot Wheels Poster (100 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Photography Quality	30	Images are sharp, well-lit, and professionally composed.	Images are clear with minor lighting or focus issues.	Images show some technical problems.	Images are blurry, poorly lit, or poorly framed.
Composition & Design	25	Strong layout with excellent balance, spacing, and visual flow.	Good layout with minor design issues.	Basic layout with limited visual impact.	Layout is confusing or poorly arranged.
Creativity & Visual Impact	20	Poster is visually striking and creative; resembles real advertising.	Poster shows creativity and effort.	Some creative elements but limited impact.	Minimal creativity or effort shown.
Product Presentation	15	Product is clearly the focus and presented in an appealing way.	Product is visible and mostly well presented.	Product somewhat distracting or unclear.	Product difficult to identify or poorly presented.
Completion & Submission	10	Poster completed fully and submitted correctly.	Minor formatting or submission issues.	Several instructions not followed.	Project incomplete or not submitted correctly.

## PART TWO – Social Media Advertisement (100 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Advertising Concept	25	Clear marketing idea that strongly promotes the product.	Concept is clear and appropriate.	Concept somewhat unclear or basic.	Concept missing or ineffective.
Photography & Visual Quality	25	High-quality images with strong lighting and composition.	Images mostly clear with minor issues.	Images show technical weaknesses.	Poor image quality.
Graphic Design & Text	20	Excellent use of text, branding, and layout appropriate for social media.	Text and graphics mostly effective.	Text placement or design inconsistent.	Poor text design or missing elements.
Creativity & Audience Appeal	20	Ad is engaging and feels authentic to social media marketing.	Ad shows creativity and effort.	Limited creativity or audience connection.	Minimal creativity or effort.
Completion & Submission	10	Ad completed fully and submitted correctly.	Minor formatting or submission issues.	Several instructions not followed.	Project incomplete or not submitted correctly.

## PART THREE – Social Media Commercial (100 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Story & Advertising Message	25	Commercial clearly promotes the product with a strong, engaging message.	Message is clear and mostly effective.	Message somewhat unclear or basic.	Message unclear or missing.
Video Production Quality	25	Video is well filmed with steady shots, good lighting, and clear visuals.	Mostly clear with minor technical issues.	Some camera or lighting problems.	Poor video quality or difficult to view.
Editing & Pacing	20	Smooth editing, good pacing, and strong flow between scenes.	Editing mostly effective with minor issues.	Basic editing with awkward transitions.	Little or no editing effort.
Creativity & Engagement	20	Commercial is entertaining, creative, and audience-focused.	Shows creativity and effort.	Limited creativity or engagement.	Minimal effort or originality.
Completion & Requirements	10	Meets time requirement and all instructions followed.	Minor requirement issues.	Several requirements missing.	Major parts missing or incomplete.