

# COMMERCIAL RUBRIC: "A Lesson Before Graduating"

## Hook & Message

- 4 - Grabs attention immediately! Clear, powerful message that sticks.
- 3 - Good opening, message is mostly clear and relevant.
- 2 - Opening exists but lacks energy or clarity. Message is weak or confusing.
- 1 - No clear hook. Audience is unsure what the message is.

## Connection to the Book

- 4 - Strong, creative connection to \*A Lesson Before Dying\*. Uses quotes, scenes, or characters meaningfully.
- 3 - Good connection to the book with some relevant references.
- 2 - Some attempt to connect to the book, but it's unclear or surface-level.
- 1 - Little or no connection to the book or it feels forced.

## Real-World Relevance

- 4 - Shows why this issue still matters in 2025. Uses facts, images, or examples that make it real.
- 3 - Issue is mostly relevant with a few examples.
- 2 - Relevance is vague or underdeveloped. Needs more real-world context.
- 1 - No clear link to modern-day issues.

## Creativity & Presentation

- 4 - Unique, bold, and memorable! Voice, visuals, music, or editing are used creatively to enhance the message.
- 3 - Creative effort is clear. Some visuals or audio are used well.
- 2 - A few creative touches, but overall feels basic.
- 1 - Lacks creativity. Doesn't hold the audience's attention.

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## Persuasion

4 - Compelling argument. Makes you feel, think, or want to act. Strong call to action.

3 - Tries to persuade. Includes a decent call to action.

2 - Attempts persuasion but lacks emotional or logical impact.

1 - Not persuasive. Viewers are left confused or indifferent.

## Time & Format

4 - Stays within time limit. Professional, polished, and smooth.

3 - Slightly over/under time, but still strong.

2 - Too short/long, or pacing is off.

1 - Disorganized or incomplete. Not in video format.

## Grading Reference Chart (6 Categories)

Each category is scored from 1 to 4 points.

Maximum score = 6 categories x 4 points = 24 points

Use this formula to calculate grade percentage:

$(\text{Total Points} \div 24) \times 100 = \text{Grade \%}$

### Grade Chart:

24 points = 100% (A+)

22-23 points = 90-95% (A)

19-21 points = 80-87% (B)

16-18 points = 70-75% (C)

13-15 points = 60-65% (D)

12 or below = 59% or less (F)