

Definition of Terms for Production

Incomplete Production	Competent Production	Professional Production
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> • relation of production to script (significant variations) • voice (dysfunctional volume and/or narration over music vocals) • music/SFX (inappropriate levels or choice) • sound clarity (distortion, stray sounds) • sound levels (too loud, too quiet, or too mismatched) • TV: Inadequate variation of shot angles • TV: Ineffective framing of shots • TV: Unsteady camera. • TV: Jump cuts or continuity errors • length of spot (too long or short) 	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> • relation of production to script (minor variations) • voice (dysfunctional volume and/or narration over music vocals) • music/SFX (inappropriate levels or choice) • sound clarity (distortion, stray sounds) • sound levels (too loud, too quiet, or too mismatched) • TV: Inadequate variation of shot angles • TV: Ineffective framing of shots • TV: Unsteady camera. • TV: Jump cuts or continuity errors • length of spot (too long or short) 	<p>Professional (ready-to-broadcast) quality in these categories:</p> <ul style="list-style-type: none"> • relation of production to script (production follows and fulfills script) • voice (levels and no narration over music vocals) • music/SFX (appropriateness and levels) • sound clarity (no distortion, no stray sounds) • sound levels • TV: Effective variation of shot angles • TV: Effective framing of shots • TV: Steady camera. • TV: No jump cuts or continuity errors • length of spot (comfortably fits allotted time)

Please note: Assessment of shot widths and lengths occurs in the evaluation of the TV script.

Overall IAP Comments:

V. Production

Production Grade: _____

	Incomplete	Competent	Professional	Comments
Follows script				
Sound levels				
Narrative over lyrics?				
Length				
Stray sounds?				
TV: Variation of shot widths, angles and lengths?				
TV: Steady camera?				
TV: Well-framed shots?				
TV: Jump cuts or continuity errors?				
Other				

A grade of “A” generally indicates a professional production. A grade of “B” or “C” generally indicates a competent production. A grade of “D” or “F” generally indicates an incomplete production. Please see reverse for more information.

Definition of Terms for TV Script

Incomplete TV Script	Competent TV Script	Professional TV Script
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • format (doesn't follow two-column format -- not easy for producer to follow) • repetition of client/product name (fails to appear approximately 3 times in each 30 seconds) • tone (lack of conversation tone becomes distracting) • hit and run writing (words don't coordinate well with images) • music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive) • presence of establishing (script lacks an establishing shot) • shot widths vary (lack of variety among shot widths and/or presence of back-to-back wide shots and/or back-to-back medium shots) • shot lengths vary (lack of variety in shot lengths) • content fits length (too much or too little content for the specified length) • understandable production directions (missing or cryptic instructions) 	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • format (doesn't follow two-column format -- not easy for producer to follow) • repetition of client/product name (fails to appear approximately 3 times in each 30 seconds) • tone (lack of conversation tone becomes distracting) • hit and run writing (words don't coordinate well with images) • music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive) • presence of establishing (script lacks an establishing shot) • shot widths vary (lack of variety among shot widths and/or presence of back-to-back wide shots and/or back-to-back medium shots) • shot lengths vary (lack of variety in shot lengths) • content fits length (too much or too little content for the specified length) • understandable production directions (missing or cryptic instructions) 	<p>Professional (ready-to-produce) quality in these categories:</p> <ul style="list-style-type: none"> • strategic message: (follows SMP) • creativity (original and engaging) • grammar (any errors are made for effect) • format (clear two-column presentation) • repetition of client/product name (appears approximately 3 times in each 30 seconds) • tone (engagingly conversational) • hit and run writing (words coordinate well with images) • music and SFX (use of music and sound effects are appropriate: on-message, neither excessive or deficient) • presence of establishing (script has an effective establishing shot) • shot widths vary (effective variety among shot widths; no ineffective back-to-back wide shots and/or ineffective back-to-back medium shots) • shot lengths vary (effective variety in shot lengths) • content fits length (ideas and word count are appropriate for length) • understandable production directions (script is ready to give to producer)

IV. TV Script**TV Script Grade:**

	Incomplete	Competent	Professional	Comments
On Message				
Creativity				
Grammar				
Format				
Repetition of client/product; shows product				
Conversational tone				
Hit and run writing				
Use of music and SFX				
Presence of establishing shot				
Shot widths vary				
Shot lengths vary				
Content fits length				
Understandable production directions				
Other				

A grade of "A" generally indicates a professional script. A grade of "B" or "C" generally indicates a competent script. A grade of "D" or "F" generally indicates an incomplete script. Please see reverse for more information.

Definition of Terms for Radio Script

Incomplete Radio Script	Competent Radio Script	Professional Radio Script
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • format (doesn't follow two-column format -- not easy for producer to follow) • repetition of client/product name (fails to appear approximately 3 times in each 30 seconds) • tone (lack of conversation tone becomes distracting) • music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive) • content fits length (too much or too little content for the specified length) • understandable production directions (missing or cryptic instructions) 	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • format (doesn't follow two-column format -- not easy for producer to follow) • repetition of client/product name (fails to appear approximately 3 times in each 30 seconds) • tone (lack of conversation tone becomes distracting) • music and SFX (use of music and sound effects are inappropriate: off-message choices, absent, and/or excessive) • content fits length (too much or too little content for the specified length) • understandable production directions (missing or cryptic instructions) 	<p>Professional (ready-to-produce) quality in these categories:</p> <ul style="list-style-type: none"> • strategic message: (follows SMP) • creativity (original and engaging) • grammar (any errors are made for effect) • format (clear two-column presentation) • repetition of client/product name (appears approximately 3 times in each 30 seconds) • tone (engagingly conversational) • music and SFX (use of music and sound effects are appropriate: on-message, neither excessive or deficient) • content fits length (ideas and word count are appropriate for length) • understandable production directions (script is ready to give to producer)

III. Radio Script**Radio Script Grade: _____**

	Incomplete	Competent	Professional	Comments
On Message				
Creativity				
Grammar				
Format				
Repetition of client/product				
Conversational tone				
Use of music and SFX				
Content fits length				
Understandable production directions				
Other				

A grade of "A" generally indicates a professional script. A grade of "B" or "C" generally indicates a competent script. A grade of "D" or "F" generally indicates an incomplete script. Please see reverse for more information.

Definition of Terms for Print Ad

Incomplete Print Ad	Competent Print Ad	Professional Print Ad
<p>Revision is needed in two or more of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • headline (fails to work with visual, not compelling and/or lacks creativity) • swing line (absent or doesn't effectively provide a transition from headline to body copy) • body selling points (inaccurate, don't support strategic message and/or fail to follow SMP) • zinger (absent, lacks creativity, repeats headline or slogan and/or is off-message) • slogan (absent, lacks creativity, repeats headline or zinger and/or is off-message) • balance (placement of elements is ineffective) • proportion: (disproportionate size of various elements is ineffective) • sequence (eye isn't led effectively through the ad) • unity (various elements of the ad are misgrouped; don't work together) • emphasis (design fails to call attention to an important element) 	<p>Minor revision needed in at least one of these areas:</p> <ul style="list-style-type: none"> • strategic message: (fails to follow SMP) • creativity (predictable; uninspired) • grammar (errors aren't made for effect) • headline (fails to work with visual, not compelling and/or lacks creativity) • swing line (absent or doesn't effectively provide a transition from headline to body copy) • body selling points (inaccurate, don't support strategic message and/or fail to follow SMP) • zinger (absent, lacks creativity, repeats headline or slogan and/or is off-message) • slogan (absent, lacks creativity, repeats headline or zinger and/or is off-message) • balance (placement of elements is ineffective) • proportion: (disproportionate size of various elements is ineffective) • sequence (eye isn't led effectively through the ad) • unity (various elements of the ad are misgrouped; don't work together) • emphasis (design fails to call attention to an important element) 	<p>Professional (ready-to-publish) quality in these categories:</p> <ul style="list-style-type: none"> • strategic message: (follows SMP) • creativity (original and engaging) • grammar (any errors are made for effect) • headline (works with visual, compelling, creative) • swing line (effectively provides a transition from headline to body copy) • body selling points (accurate, support strategic message, follow SMP) • zinger (creativity supplies closure; on message) • slogan (creative; on message) • balance (effective placement of elements) • proportion: (disproportionate size of various elements is effective) • sequence (eye is led effectively through the ad) • unity (various elements of the ad are grouped well; they work together) • emphasis (design calls attention to important elements)

II. Print Ad**Print Ad Grade: _____**

	Incomplete	Competent	Professional	Comments
Grammar				
Headline(s)				
Swing line				
Body selling points				
Zinger				
Slogan				
Image				
Balance				
Proportion				
Sequence				
Unity				
Emphasis				
On Message				
Creativity				
Other				

A grade of "A" generally indicates a professional print ad. A grade of "B" or "C" generally indicates a competent SMP. A grade of "D" or "F" generally indicates an incomplete SMP. Please see reverse for more information.

Definition of Terms for SMP

Incomplete SMP	Competent SMP	Professional SMP
<p>Not ready to show client, but revision could salvage. Needs copyediting. Needs revision in two or more of the following areas.</p> <ul style="list-style-type: none"> • client/product information (may be sparse) • description of target audience (may be too general or too broad) • product benefits (may be sparse, inaccurate, generic) • current brand image (may be general or inaccurate) • desired brand image (may be too generic) • direct competitors and brand images (may be incomplete or lack accurate images) • indirect competitors and brand images (may be incomplete or lack accurate images) • ad goal (may focus only on profits or sales) • strategic message (may not grow logically from previous research; may not fulfill ad goal and desired brand image; may not appeal to target) • supporting benefits (may not support strategic message) 	<p>Almost ready to show client. May need minor copyediting. Needs minor revision in one or two of the following areas.</p> <ul style="list-style-type: none"> • client/product information (may be sparse) • description of target audience (may be too general or too broad) • product benefits (may be sparse, inaccurate, generic) • current brand image (may be general or inaccurate) • desired brand image (may be too generic) • direct competitors and brand images (may be incomplete or lack accurate images) • indirect competitors and brand images (may be incomplete or lack accurate images) • ad goal (may focus only on profits or sales) • strategic message (may not grow logically from previous research; may not fulfill ad goal and desired brand image; may not appeal to target) • supporting benefits (may not support strategic message) 	<p>Ready to show client. Excellent in all 10 areas.</p> <ul style="list-style-type: none"> • detailed, concise, relevant client and product information. • detailed, concise, relevant description of ad (not whole product) target audience. • detailed, concise, relevant description of product benefits. • concise, accurate current brand image. • concise, accurate desired brand image. • concise and accurate lists and descriptions of direct and indirect competitors, including brand images. • concise and accurate ad goal; goes beyond “to sell product and make money.” • compelling strategic message; clearly grows from previous SMP portions. • compelling supporting benefits; effectively answer the “prove it” challenge to the strategic message.

I. Strategic Message Planner

SMP Grade: _____

	Incomplete	Competent	Professional	Comments
Client & Product Info				
Target Audience				
Product Benefits				
Current Brand Image				
Desired Brand Image				
Direct Competitors & Brand Images				
Indirect Competitors & Brand Images				
Advertising Goal				
Strategic Message				
Supporting Benefits				
Format				
Grammar				
Other				

A grade of "A" generally indicates a professional SMP. A grade of "B" or "C" generally indicates a competent SMP. A grade of "D" or "F" generally indicates an incomplete SMP. Please see reverse for more information.

**Integrated Advertising Project
Jour 435**

Student: _____

Student: _____

Strategic Message Planner Grade _____
30 percent

Print Ad Grade _____
20 percent

Radio Script Grade _____
20 percent

TV Script Grade _____
20 percent

Production Grade _____
10 percent

Project Grade: _____

A+ = 13, A = 12, A- = 11, B+ = 10, B = 9, B- = 8, C+ = 7, C = 6, C- = 5, D+ = 4, D = 3, D- = 2, F = 1.

A grade of “A” generally indicates a professional IAP. A grade of “B” or “C” generally indicates a competent IAP. A grade of “D” or “F” generally indicates an incomplete IAP.

Terms Used on Grading Sheets

Incomplete: Unacceptable. Not approaching professional quality.

Competent: Almost professional. Almost ready to show client.

Professional: Ready to show client.