

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.

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.

II. 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 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)

III. Production**Production Grade:** _____

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