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| Storyboard Assignment |
|  | 1 | 2 | 3 | 4 | 5 |
| Storyboard pictures | The story board is hard to follow and needs more detail |  | The story board describes the shots but more detail is required |  | The story board pictures clearly show how the shots are meant to be taken |
| Action | The action is not described well making it difficult to recreate |  | The action is described but more detail is required |  | It is clear exactly what action is happening in each shot making it easy to reproduce |
| Production | The production is not smooth and does not flow well |  | The production is smooth and flows reasonably from one item to the next |  | The production is very smooth and flows from one item to the next |
| Timing | The timing is a problem and will likely result in a poor ad |  | The timing is described but may need more consideration in order to make an effective ad |  | The timing of each shot is clearly taken into account ensuring a tight plan |
| Total |  /25 |