

# RUBRIC

## GUARANTEED STANDARDS JINGLE COMPETITION

	16-20 points	11-15 points	6-10 points	0-5 points	SCORE
Lyrics	The lyrics are extremely catchy, promote the GS and flow well with the rhythm.	The lyrics are catchy, promote the GS but do not fit the rhythm.	The lyrics are somewhat catchy but do not promote the GS.	Lyrics are not catchy, and do not promote the GS.	
Melody	Contains three or more qualities of an effective jingle: short, catchy, simple or repetitive.	Contains two qualities of an effective jingle: short, catchy, simple or repetitive.	Contains one quality of an effective jingle: short, catchy, simple or repetitive.	Lacks the qualities of an effective jingle: short, catchy, simple or repetitive.	
Presentation	Excellent creativity; very well thought out.	Some creativity; most parts appeared to have been thought out.	Little creativity; a few parts appeared to have been thought out.	Lacks creativity; not very thought out.	
Originality	Exceptional use of new ideas and originality to create jingle.	Good use of new ideas and originality to create jingle.	Average use of new ideas and originality to create jingle.	No use of new ideas and originality to create jingle.	
Music	Music is original and blends extremely well with lyrics and melody.	Music is original and blends well with lyrics and melody.	Music is original and blends somewhat with lyrics and melody.	Music is not original.	
Overall Effectiveness	Extremely cohesive; all parts interrelate very well.	Cohesive; all parts interrelate well.	Somewhat cohesive; parts interrelate somewhat.	Lacks cohesion; parts do not interrelate.	