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| Areas of marking | Description | Marks |
| Story or message | Your advert must tell a coherent story. It must have a clear message and have a clear structure (beginning, middle and end).  You need to include:   * Title * Captions * Credits | 5 |
| Editing criteria | It should be exported as a video and be a minimum of 2 minutes long and a maximum of 3 minutes long | 3 |
| Special effects and animations | Your video should have appropriate examples of special effects, slide transitions and special effects. These could include, black and white, speeding up or slowing down the video and zooming. | 5 |
| Narration | Your narration should be clear and in time with the visual elements. It should also support the message of the advert. | 5 |
| Music | It needs to contain appropriate music for the message and at a suitable level | 2 |