**Name: Personal Expression- Brand Yourself Evaluation**

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| **Big Idea** | **Focus Questions** | **Level** |
| **Explore your own creative** idea with the options provided | ▪ Is your idea clear to the audience? ▪ If you have a trial or unfinished concept, is there room for growth? |  -1-2-3-4- |
| **Demonstrate knowledge** of a media technique & software | ▪ Have you dedicated time to learning a media technique?▪ Does the product show your effort to learn the software in order to express your idea?  |  -1-2-3-4- |
| The **creation of a dynamic** and **compelling media product** has been accomplished | ▪ Is the length and editing of the content short and punchy in order to keep people’s attention?▪ Have you avoided the boredom police? |  -1-2-3-4- |
| A **personal brand** has been **developed** | ▪ Have you used text or a logo to help identify the development of a personal brand?▪ You have thought about what will help you stand out and what will make you look good? |  -1-2-3-4- |
| **Overall quality** of final product | ▪ Does the final product show effort, creativity and an eye for detail?▪ Have you used a variety of shots/ angles, or made an interesting animation? |  -1-2-3-4- |
|  |  **Overall Level** |  -1-2-3-4- |

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