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| Level | Criteria |
| Not achieved | Does not reach the minimum level |
| Acceptable | The storyboard contains some detail.  A script is provided.(Script has a start, middle and finish)  Most scenes have some detail and some action is described. There is information about some of the following:  • Transitions between scenes  • Camera action, angles and shots  • Lighting effects  • Sound effects  • Timing are approximate  Sketches are included and have some accuracy.  The Storyboard is understandable and has some flow |
| Good | The storyboard is mostly accurate or detailed.  A suitable script is provided (Script has a start, middle and finish)  Most scenes are detailed and the action is described.  There is detailed information about most of the following:  • Transitions between scenes  • Camera action, angles and shots  • Lighting effects  • Sound effects  • Timing are relatively accurate compared to script  Sketches are reasonable accurate  It is relatively easy for a third party to understand the shot and flow of the advertisement |
| Excellent | The storyboard is accurate and detailed.  A suitable and appropriate script is provided (Script has a start, middle and finish).  Scenes are detailed and the action is accurately described. There is Consistent detailed information about:  • Transitions between scenes  • Camera action, angles and shots  • Lighting effects  • Sound effects  • Timing is accurate and consistent with the script and transitions  Sketches are consistently accurate and show care and attention to detail.  It is easy for a third party to understand the shot and flow of the advertisement |