**Print Ad Assignment Rubric**

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| Criteria | Excellent  (4 Points) | Good  (3 Points) | Fair  (2 Points) | Poor  (1 Points) | Score/ Comments |
| Content (20%) | Very persuasive and included more than 5 detailed examples and descriptions | Somewhat persuasive and contained 4 detailed examples and descriptions | Somewhat persuasive and contained 3 detailed examples and descriptions | Not persuasive and contained 2 or less detailed examples and descriptions |  |
| Presentation (20%) | Presented with very creative, descriptive and imaginative words, actions, and adjectives | Presented with some creative, descriptive and imaginative words, actions, and adjectives | Was presented with average sorts off words, actions, and adjectives | Was not presented creatively, little or no description of product through use of adjectives, actions, or words |  |
| Techniques and Audience (20%) | Accurately identified commercial techniques used to persuade consumer | Identified techniques and target audience but one is incorrect | Missing either technique or target audience | Missing both technique and target audience |  |
| Creativity and Neatness (20%) | Wow! This ad was flashy and very neat | This ad was pretty colorful and basically neat | This ad had some color and was somewhat messy | This ad was not colorful and was messy |  |
| Report – Explanation (20%) | Audience explanation clearly answers all the required questions and reasons behind your chosen product, slogan and how it relates to stereotypes | Audience explanation clearly answers at least 5 of the required questions and reasons behind your chosen product, slogan and how it relates to stereotypes | Audience explanation clearly answers 4 of the required questions and reasons behind your chosen product, slogan and how it relates to stereotypes | Audience explanation is vague and 3 or less of the required questions are answered and/or the reasons behind your chosen product, slogan and how it relates to stereotypes is not well explained |  |