

# RUBRIC 2

## ADVERTISEMENTS

**DIRECTIONS:** This form is designed to help you evaluate student-created advertisements. Read the statements below. Then indicate the number from the following scale that reflects your assessment of the student's or group's work.

1 = Weak 2 = Moderately Weak 3 = Average 4 = Moderately Strong 5 = Strong

1. The advertisement has a title, headline, or heading.  
1 2 3 4 5
2. Advertising copy is well written and appropriate.  
1 2 3 4 5
3. Artwork, if present, is nicely executed.  
1 2 3 4 5
4. The advertisement's copy is legible; the spelling, punctuation, and grammar are accurate.  
1 2 3 4 5
5. The information in the advertisement is well organized.  
1 2 3 4 5
6. The advertisement is neat and clean.  
1 2 3 4 5
7. The advertisement contains the necessary information or facts.  
1 2 3 4 5
8. Overall content shows an understanding of the topic and related concepts.  
1 2 3 4 5
9. The advertisement fulfills all the requirements of the assignment.  
1 2 3 4 5
10. Overall, the work represents the student's or group's full potential.  
1 2 3 4 5

Additional Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Points/Grade: \_\_\_\_\_