

Advertisement Rubric

	Poor 1 point	Fair 2 points	Good 3 points	Excellent 4 points
Content	Project contains little to no important information about the character.	Contains very minimal amount of important information that is required.	Contains nearly all of the information required, but is missing an element.	Contains all of the required information and includes additional information that expands further than what is asked.
Creativity	Project is very bland and contains no hint of creativeness	Project only has a small amount of creativity	Project has a typical amount of creativity, but not worthy enough for being original	Project is very creative and original, and includes a unique way of portraying advertisement
Use of Class Time	Student used little to no class time to work on the assignment	Student used minimal amount of time in class to work on the assignment	Student used class time to work on it, but strayed away at times	Student used the entire class period to be productive and work on their project
Neatness	Project is very sloppy and illegible	Project appears rather messy and is difficult to comprehend	Project is moderately neat, but is still a little difficult to comprehend	Project is very neat and easy to follow and understand.

Student: _____

Additional Comments: _____

Score: _____/16