

Ad Campaign Rubric

Student's Name: _____

	Low Performance	At or Below Average	At or Above Average	Exemplary Performance	Points Earned
Scoring	1 point	2 points	3 points	4 points	
Requirements/Directions	Student demonstrates no understanding of the requirements; fails to follow directions	Student meets some of the requirements but fails to follow many of the directions	Student follows all directions and meets all requirements for this assignment	Student follows all directions and exceeds the requirements for this assignment	
Propaganda Techniques	None of the identified propaganda techniques are used in the campaign	One to two propaganda techniques are incorporated into the campaign	Three to four propaganda techniques are incorporated into the campaign	All propaganda techniques are incorporated into the campaign	
Explanation of purpose	The message is merely stated with no explanation; no identification of propaganda used	The message is explained, but no reasons are given to support the propaganda choices	The message is explained and reasons are given to support the propaganda choices	The message is explained and several specific, valid reasons are given for each of the propaganda techniques used	
Spelling/Grammar	More than four grammar or spelling errors that affect meaning	Three to four grammar or spelling errors that affect meaning	One to two grammar or spelling errors that affect meaning	No grammar or spelling errors	
				Score:	