

Group Members: _____ Period: _____

Advertising Group Project: Instructions and Rubric

DIRECTIONS:

1. Your group will create a print or video advertisement of an appropriate product or service that you choose (and that I approve).
2. Both what your product is and what your message is should be clear to a viewer (including me).
3. For print ads, your ad should be in color, be on paper or poster board that is larger than 8.5 x 11 inches (standard copy paper) but no larger than two feet by two feet.
4. For video ads, your ad should be between 25 and 35 seconds long and should contain at least some graphics (and, or words) in addition to the video and audio.

Product: _____

Message: _____

Target Audience: _____

Persuasive Techniques Used: _____

Intended Effect: _____

The grade for this assignment counts as your third assessment grade for this six weeks (and assessment grades count for 50% of your six weeks grade).

See reverse for how you'll be graded.

ADVERTISEMENT GRADING RUBRIC

AREA EVALUATED	EXPLANATION OF STANDARD	POINTS POSSIBLE	POINTS EARNED
MESSAGE	The message is clear, appropriate, effective, appropriate and clever.	30	
DESIGN	The design of the ad is attention-getting, appropriate, visually interesting, and enhances the message.	30	
VOICE (TONE)	The tone of the ad is appropriate for the intended audience.	10	
PRESENTATION	<ul style="list-style-type: none">• For print ads, the ad looks neat and it appears as though the creators took great pride in their work.• For video ads, the camera work is not unintentionally sloppy, the audio is clear and understandable, and transitions are not choppy.	20	
CONVENTIONS	There are no misspelled words or unintended grammatical errors in the ad.	10	

Points earned: _____ out of 100 possible points