

Making A Poster : Gold Rush Product Advertisement

Student Name: _____

CATEGORY	4 - Excellent Advertisement	3 - Good Advertisement	2 - Limited Advertisement	1 - Struggling Advertisement
Picture of Product	Visual of product is large and vibrant, draws attention to it	Visual of product is large and visible	Visual of product is present	Lacking visual of product
Explanation of Product	Explanation is persuasive, focused and brief	Explanation is focused and brief	Explanation is vague	Lacks explanation
Additional Information	Includes cost, purchasing information, and/or other information	Includes 2 pieces of additional information	Includes 1 piece of additional information	Does not include other information