

Rubric for Grading the Advertisement

Target Market and Persuasive Technique 1 2 3 4 5

- The target market is clearly identified.
- The persuasive technique is appropriate for the target market.

Image and Slogan 1 2 3 4 5

- The image would catch a reader's attention.
- The image appeals to the target market.
- The image is colorful.
- The slogan is catchy and creative.

Text 1 2 3 4 5

- Describes the product (s)
- Suggests reasons to buy the product
- Explains how to purchase the product

Spelling, Grammar, Mechanics 1 2 3 4 5

- Correct spelling
- Correct sentence structure

Writing Process 1 2 3 4 5

- Includes three areas of interest addressed
- Predictions supported with factual data

Total ____ (65)

- 5= Excellent (beyond the goal)
- 4= Good (met the goal)
- 3= Fair (has a few errors/some evidence of goal intention)
- 2= Poor (has many errors/very little evidence of goal)
- 1= No evidence of goal; very little thought or effort

Comments:

