

Vertebrate Project Campaign Rubric

Name _____

**NOTE: This rubric must be turned in with your project!!!

Animal _____

Instructions: Write a campaign speech in which your animal is running for mayor, and which tells everyone why they should vote for your animal. Have a campaign slogan as part of your article. Include a **minimum** of the following **campaign items with colorful hand touched illustrations**: (#1-4 should all be separate items that incorporate the campaign slogan)

- 1) Campaign button, 2.) campaign poster, 3.) campaign bumper sticker 4.) campaign T-Shirt
5.) Campaign slogan

Grading Rubric

Item/Topic	Points	Your points
Campaign speech		
a. Campaign speech uses facts about the animal to support the campaign (structure, life style, habitat, diet, enemies, reproduction, classification, etc.)	30 points	_____
b. Campaign speech is creative , and uses references to an opponent to persuade you to vote for them for mayor. (Note: your campaign speech can use humor to drive home your points!)	20 points	_____
c. Campaign speech utilizes the campaign slogan, and makes you want to vote for the animal.	10 points	_____
Campaign Poster*		
Is colorful, a true poster, has hand touched illustration(s), and makes you want to vote for the animal.	10 points	_____
Campaign Button*		
Is a true button/pin style, has colorful, hand touched illustration(s) and makes you want to vote for the animal.	5 points	_____
Campaign Bumper Sticker		
Is a true bumper sticker style, has colorful, hand touched illustration(s) and makes you want to vote for the animal.	5 points	_____
Campaign T-Shirt*		
Is colorful, a true shirt, has hand touched illustration(s), and makes you want to vote for the animal.	10 points	_____
Campaign Slogan*		
Is catchy, memorable, and makes you want to vote for the animal	10 points	_____

***NOTE: Sloppy posters, bumper stickers, buttons and shirts will lose up to 10 points.

Total: 100 points _____