

ADVERTISEMENTS

The following criteria scale is used to determine the overall score.

Total points possible: _____

1 = Weak **2** = Moderately Weak **3** = Average **4** = Moderately Strong **5** = Strong

| | | | | | |
|---|----------|----------|----------|----------|----------|
| 1. The advertisement has a title, headline, or heading. | 1 | 2 | 3 | 4 | 5 |
| 2. Advertising copy is well written and appropriate. | 1 | 2 | 3 | 4 | 5 |
| 3. Artwork, if present, is nicely executed. | 1 | 2 | 3 | 4 | 5 |
| 4. The advertisement's copy is legible; the spelling, punctuation, and grammar are accurate. | 1 | 2 | 3 | 4 | 5 |
| 5. The information in the advertisement is well organized. | 1 | 2 | 3 | 4 | 5 |
| 6. The advertisement is neat and clean. | 1 | 2 | 3 | 4 | 5 |
| 7. The advertisement contains the necessary information or facts. | 1 | 2 | 3 | 4 | 5 |
| 8. Overall content shows an understanding of the topic and related concepts. | 1 | 2 | 3 | 4 | 5 |
| 9. The advertisement fulfills all the requirements of the assignment. | 1 | 2 | 3 | 4 | 5 |
| 10. Overall, the work represents the student's or group's full potential. | 1 | 2 | 3 | 4 | 5 |

Additional Comments:

Total Points Earned/Grade: _____