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| **8-2F: Create an Advertisement:**  |   |
| **Categories** | **Level 4****(80-100%)** | **Level 3****(70-79%)** | **Level 2****(60-69%)** | **Level 1****(50-59%)** |
| **Knowledge/Understanding** |  |  |  |  |
| Include a short descriptive paragraph discussing your advertisement | * Paragraph fully discusses all 4 topics listed in assignment
 | * Paragraph fully discusses 3 of the 4 topics listed in the assignment
 | * Paragraph somewhat discusses 2-3 of the topics listed in the assignment
 | * Paragraph mentions 2 or less of the topics listed in the assignment
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| **/5 marks**  | 4-5 marks | 3.5-3.95 marks | 3-3.45 marks | 2.5-2.95 marks |
| **Thinking and Inquiry** |  |  |  |  |
| Use different elements of advertisements (slogan, logo, symbols, etc) and a format appropriate for the target audience | * Advertisement is an appropriate format and uses 3+ elements of advertising
 | * Advertisement is an appropriate format and uses 2+ elements of advertising
 | * Advertisement would benefit from a different format and uses 1-2 elements
 | * Advertisement would benefit from a different format and uses 1+ element
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| **/5 marks**  | 4-5 marks | 3.5-3.95 marks | 3-3.45 marks | 2.5-2.95 marks |
| **Communication** |  |  |  |  |
| Advertisement and paragraph effectively promote product or service with no spelling or grammatical errors | * Advertisement and paragraph effectively promote product or service with no spelling or grammatical errors
 | * Advertisement and paragraph effectively promote product or service with 1-2 spelling or grammatical errors
 | * Advertisement and paragraph promote product or service with 2-3 spelling or grammatical errors
 | * Advertisement and paragraph do not promote product or service well with 3+ spelling or grammatical errors
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| **/5 marks**  | 4-5 marks | 3.5-3.95 marks | 3-3.45 marks | 2.5-2.95 marks |
| Final grade:**/15 marks** | Descriptive Feedback:Here is some specific feedback from the three sections of the rubric:**Knowledge/Understanding*** You fully discussed all four topics form the assignment instructions. Great work!
* You didn’t mention your design process, your target audience, why you chose the product, and why your advertisement is effective.

**Thinking/Inquiry*** The format looks great!
* You have a slogan, logo, and symbols.
* You are missing a slogan, logo, and symbols.
* Your advertisement has a lot of text, which can be somewhat distracting.

**Communication*** Your language and grammar errors seldom distract from the meaning of your writing.
* At times, your language and grammar errors make it difficult to understand your ideas.
* You want to be extra careful with mistakes in the slogan since this is such an important part of the advertisement.
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