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| **8-2F: Create an Advertisement (15 marks)** | | |  | | |
| **Categories** | **Level 4**  **(80-100%)** | **Level 3**  **(70-79%)** | | **Level 2**  **(60-69%)** | **Level 1**  **(50-59%)** |
| **Knowledge/Understanding** |  |  | |  |  |
| Includes a short descriptive paragraph discussing 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 |
| **/5 marks** | 4-5 marks | 3.5-3.95 marks | | 3-3.45 marks | 2.5-2.95 marks |
| **Thinking and Inquiry** |  |  | |  |  |
| Uses 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 |
| **/5 marks** | 4-5 marks | 3.5-3.95 marks | | 3-3.45 marks | 2.5-2.95 marks |
| **Communication** |  |  | |  |  |
| Promotes product or service with no spelling or grammatical errors | * Promotes product or service with no spelling or grammatical errors | * Promotes product or service with 1-2 spelling or grammatical errors | | * Promotes product or service with 2-3 spelling or grammatical errors | * Promotes product or service well with 3+ spelling or grammatical errors |
| **/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. | | | | |