Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Advertisement Rubric**

***Planning***

Three ads are thoroughly annotated making note of purpose, devices, and audience

1 2 3 4 5

“Road Map” is clear and includes details, images, purpose, devices, and audience. There is a solid plan.

1 2 3 4 5

There is a story-board plan for the ad (including images). This is a mini model of the ad.

1 2 3 4 5

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***Ad***

Ad has clear purpose

1 2 3 4 5

Ad uses a variety of devices to convey purpose

1 2 3 4 5

Ad hits target audience

1 2 3 4 5

Ad is visually appealing

1 2 3 4 5

Ad is mechanically sound (spelling, grammar, punctuation, format)

1 2 3 4 5

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***Analysis***

Purpose is clearly explained

1 2 3 4 5

Devices are clearly explained

1 2 3 4 5

Audience is explained

1 2 3 4 5

Analysis is mechanically sound (spelling grammar, punctuation)

1 2 3 4 5

***Final Comments:***