

Project Rubric: An Ad Campaign

Score	Planning/Preparation	Content of Project	Delivery/Presentation	Collaboration
3 Great	<ul style="list-style-type: none"> Analyzes various ads on TV, in magazines and newspapers, and on the radio and identifies what makes the ads effective and interesting. Chooses a product or service to sell and identifies the target audience. Creates an ad campaign that relates to the Essential Question. Determines the best type of media to use for the ad campaign. 	<ul style="list-style-type: none"> Addresses the Essential Question. Clearly focuses on target audience. Uses effective techniques for shaping how people feel and think about the products. Presents the product's benefits clearly and effectively. Includes interesting graphics, catchy headlines, and interesting text that appeals to target audience. 	<ul style="list-style-type: none"> Presents a complete ad campaign with several compelling examples of ads, detailed information on the target audience, and clear benefits of the product. Uses appropriate media for the ad campaign; the format is clear, neat, and legible. Includes a thorough plan for distributing the ads to the target audience. 	<ul style="list-style-type: none"> Works well with others. Assumes a clear role and related responsibilities.
2 Good	<ul style="list-style-type: none"> Analyzes one or two ads and somewhat identifies what makes the ads effective and interesting. Chooses a product or service to sell but does not clearly identify the target audience. Creates an ad campaign that somewhat relates to the Essential Question. Determines one type of media to use for the ad campaign. 	<ul style="list-style-type: none"> Somewhat addresses the Essential Question. Somewhat focuses on target audience. Uses some techniques for shaping how people feel and think about the products. Presents the product's benefits somewhat clearly and effectively. Includes some graphics, a few catchy headlines, and somewhat interesting text that appeals to target audience. 	<ul style="list-style-type: none"> Presents a somewhat complete ad campaign; one aspect of the ad campaign is missing or incomplete, for example, may have several examples of ads and clear benefits but missing detailed target audience information. Uses adequate media for the ad campaign; the format is somewhat clear, neat, and legible. Includes a plan for distributing the ads to the target audience but the plan is not thorough. 	<ul style="list-style-type: none"> Works with others but has difficulty sharing decisions and responsibilities.
1 Needs Work	<ul style="list-style-type: none"> Does not analyze ads or identify what makes the ads effective and interesting. The product or service to sell is unclear and the target audience is not identified. The ad campaign does not relate to the Essential Question. Unsure of which media to use for the ad campaign. 	<ul style="list-style-type: none"> Does not address the Essential Question. Does not focus on target audience. Does not use effective techniques for shaping how people feel and think about the products. The product's benefits are unclear. Does not include any graphics or catchy headlines. The text is uninteresting. 	<ul style="list-style-type: none"> Presents an incomplete ad campaign. Media selected for ad campaign is not appropriate; the format is unclear and sloppy. Does not include a plan for distributing the ads to the target audience. 	<ul style="list-style-type: none"> Cannot work with others in most situations. Cannot share decisions or responsibilities.