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| --- | --- | --- | --- | --- | --- |
| Advertising Project | Excellent*3 Points* | Meets Expectations*2 points* | Poor *1 point* | Unsatisfactory*0 points* | Score |
| Content | States the chosen medium and why that would be a good choice for their target audience and product. Justifies choices with evidence. | States the chosen medium and why that would be a good choice for their target audience and product. Gives many reasons but no hard evidence about successful relationship between the two. | States the medium and one reason for that choice. Justification is vague and incomplete. | States the chosen medium but does not explain why it is a good choice given their product and target audience. Gives no justification or evidence. | /3 |
| Slogan is memorable and relevant to the product and target audience. | Slogan is somewhat predictable but it is appropriate for the product and target audience. | Slogan is generic or is not appropriate for the product and or target audience. | Does not have a slogan, uses an existing slogan, or the slogan is unclear and not relevant to product. | /3 |
| Articulates the design technique and how it is appropriate for their audience and product. Lists design considerations. | Demonstrates understanding of the medium and appropriate design techniques.  | Lists minimal design techniques used that are appropriate for the medium and target audience. | Does not explain the design techniques and how it is appropriate for their medium and target audience. Does not list design considerations. | /3 |
| Presentation Quality | Presentation is creative and easy to understand. A variety of materials are used. | Presentation shows creative thinking and is easy to understand. Uses only the required material in a creative manner. | Presentation is shows some creativity but is hard to follow. Uses only the required material in an expected manner. | Presentation does not demonstrate creative thinking and is hard to follow. Limited use of materials and in an expected manner. | /3 |
| Delivery & Audience Awareness | Holds the attention of the class and makes eye contact. Speaks clearly and with enthusiasm. Uses notes only as a reference. | Engages the audience by occasionally making eye contact. Speaks clearly and shows interest in their own product. Occasionally refers to notes. | Presents the product to the class but does not speak loud and clear, does not show enthusiasm, and reads from notes. | Does not present product to the class. | /3 |
|  Score | **/15** |