

An Advertisement: Earth Day Event

Teacher name: Loquvam

Student Name \_\_\_\_\_

CATEGORY	Excellent	Good	Satisfactory	Needs Improvement
Content - Accuracy	At least 7 accurate facts are displayed in the advertisement.	5-6 accurate facts are displayed in the advertisement.	3-4 accurate facts are displayed in the advertisement.	Less than 3 accurate facts are displayed in the advertisement.
Required Elements	The advertisement includes all required elements as well as additional information.	All required elements are included on the advertisement.	All but 1 of the required elements are included on the advertisement.	Several required elements were missing.
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.
Graphics - Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Mechanics	Capitalization and punctuation are correct throughout the poster.	There is 1 error in capitalization or punctuation.	There are 2 errors in capitalization or punctuation.	There are more than 2 errors in capitalization or punctuation.
Attractiveness	The advertisement is exceptionally attractive in terms of design, layout, and neatness.	The advertisement is attractive in terms of design, layout and neatness.	The advertisement is acceptably attractive though it may be a bit messy.	The advertisement is distractingly messy or very poorly designed. It is not attractive.

Date Created: 2002-04-16