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| Making An Advertisement : Comparing Political Ideologies* Teacher Name: **Ms. Ciecierski**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| CATEGORY | **8** | **6** | **4** | **2** |
| **Required Elements** | The advertisements include all 4 criteria on the assignment sheet and shows superior knowledge of the topic. | The advertisements include all 4 criteria and shows a knowledge of the topic. | The advertisements include 3 of the criteria and shows some knowledge on the topic. | The advertisements include 2 or less of the criteria and show minimal knowledge on the topic. |
| **Persuasive Technique** | The advertisements use excellent persuasive techniques through language and examples. | The advertisements use persuasive techniques that are satisfactory. | The advertisements attempt to use persuasive techniques but is not very successful. | The advertisements have no persuasive techniques and is simply an information poster. |
| **Attractiveness** | The advertisements are exceptionally attractive in terms of design, layout, and neatness. | The poster is attractive in terms of design, layout and neatness. | The poster is acceptably attractive though it may be a bit messy. | The poster is distractingly messy or very poorly designed. It is not attractive. |