

Rubric Made Using:
RubiStar (<http://rubistar.4teachers.org>)

Advertisement/ Commercial

Teacher Name: **Ms. Waehler**

Student Name: _____

CATEGORY	20	15	10
Target Audience	TA is clearly determined in the advertisement. Student can clearly explain how intended	TA is determined in the advertisement. Student can clearly explain how intended audience is targeted.	TA is somewhat determined in the advertisement. Student can explain how intended audience is
Advertising Techniques	Several AT's are clearly exemplified in the advertisement. Student is able to thoroughly discuss	A few AT's are clearly exemplified in the advertisement. Student is able to thoroughly discuss	Two AT's are clearly exemplified in the advertisement. Student is able to thoroughly discuss
Language Style i.e. persuasive	Advertisement exemplifies the student's thorough understanding of appropriate language	Advertisement exemplifies the student's considerable understanding of appropriate language	Advertisement exemplifies the student's understanding of appropriate language
Advertisement Layout	Ad has thoughtful organization with a clear focal point. Student is able to thoroughly discuss	Ad has evident organization with a clear focal point. Student is able to thoroughly discuss	Ad has some organization with a clear focal point. Student is able to thoroughly discuss
Relevant Information	Thorough use of relevant information: description of selling points, enticements to buy, contact	Considerable use of relevant information: description of selling points, enticements to buy, contact	Some use of relevant information: description of selling points, enticements to buy, contact

Delivery devices	DD's make thorough contributions to ad's effectiveness. Student can thoroughly discuss DD usage.	DD's make considerable contributions to ad's effectiveness. Student can thoroughly	DD's make some contributions to ad's effectiveness. Student can thoroughly discuss DD usage.
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Date Created: **May 17, 2011**

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Student can explain how intended audience is targeted, but it is not clear in the advertisement.
One AT is clearly exemplified in the advertisement. Student is able to thoroughly discuss its
Advertisement exemplifies the student's limited understanding of appropriate language
Ad has limited organization with a clear focal point. Student is able to thoroughly discuss
Limited use of relevant information: description of selling points, enticements to buy, contact

DD's make limited contributions to ad's effectiveness. Student can thoroughly discuss DD usage.