

Political Campaign Ad Project: Grading Rubric

UNDERSTANDING THE ASSESSMENT: *Mastery = A, Above Average = B, Basic Expectations Met = C. If the basic expectations are not met in a grading category, your group will receive a zero for that section. In other words, it is in your best interest to at least achieve the Basic Expectations in order to pass the project*

	Mastery	Above Average	Basic Expectations Met
<p>4 Ad Components: Students need to utilize the 4 elements of an effective ad that we discussed: Emotion, Persuasion, Truth, and Style ____ / 10</p>	Ad establishes a strong positive, or negative tone that clearly advances the argument, the ad makes an argument that convinces with logic and evidence, the ad presents specific factual claims and the use images, sounds, music, editing, and transitions together succeed in communicating the subtext	Ad establishes a strong or negative tone that clearly presents an argument that is persuasive and uses general factual claims, the use of images, sounds, music, editing and transitions are present and most succeed in communicating the subtext	Ad establishes a strong positive or negative tone that somewhat reflects the argument, makes an argument, presents a number of general factual claims, and use of at least images or sounds contribute to communicating the subtext
<p>Appropriate Language: Students need to consider the use of positive and negative language in order to best support their subtext ____ / 10</p>	The language used was articulate, supportive of the subtext, and demonstrated a high-understanding of manipulating language to persuade the target audience	Most of the language was articulate, and supportive of the subtext. Ad demonstrate a clear understanding of how to use certain terms and ideas to persuade the target audience	Most of the language was articulate, and supportive of the subtext. However, students struggled to manipulate the language to make the ad persuasive.
<p>Creativity: Students need to aim for an innovative interpretation of the project and its production ____ / 10</p>	Highly creative- well thought out - original. Demonstrates your hard work, innovative interpretation, and creativity production.	Mostly creative production, clearly thought out. Most ideas presented are original.	Somewhat creative, planning is clear, some ideas demonstrate original thought, however, most are borrowed.
<p>Presentation and Use of Technology: Students use the technology to create an interesting campaign ad ____ / 10</p>	Great presentation- articulate, well prepared, engaging. Students used the video editing tools and all their benefits well. Student also used a variety of media types to enhance the presentation.	Good presentation – articulate, well-prepared, engaging. Students the video editing tools to enhance their production, with most benefits adding to the production	Fair presentation - prepared, engaging. Students used some benefits of the technologies but used them just to use them instead of enhancing the ad.
<p>Use of Class Time: Students use class time and resources effectively ____ / 10</p>	Students used class time well and got done what they needed to without being reminded to stay on task.	Students used class time well overall, however, students had to be refocused at least once.	Student used class time appropriately but did not take full advantage of the time and or resources available to them. Students had to be refocused more than once.

Total Points: _____/ 50

Additional Comments: