

## Ad Campaign Rubric

**Total:  
200 points**

Target	A: 20-18 points	B: 16 points	C: 14 points	D/F: 12-0 pts.
<b>Professional Work Ethic</b>	Student always uses classroom project <b>time well</b> . Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically <b>does not disrupt others</b> .	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically is disruptive to the work of others.
<b>Copyright</b>	ALL photos/images are <b>obviously original</b> and were created by the graphic artist.	ALL photos/images are original and were created by the graphic artist.	A few photos/images might have been copied from another source with only a few original images.	Most or all photos/images were copied from another source.
<b>Page Layout</b>	Layout is <b>exceptionally attractive, consistent</b> across pages, adds to the theme or purpose of the ad campaign, and does not detract from readability.	Layout is attractive, consistent across pages, adds to the theme or purpose of the ad campaign, and does not detract from readability.	Layout is consistent across pages and does not detract from readability.	Layout detracts from the readability of the posters.
<b>Communication</b>  <i>Contrast</i> <i>R</i> <i>Alignment</i> <i>P</i>	The organization of the posters is exceptional, attractive, and <b>viewer friendly</b> .  It is VERY <b>easy to locate</b> all important elements – strong use of <b>CONTRAST</b> .  Graphic elements (photos, text, etc.) and <b>ALIGNMENT</b> are used VERY effectively to <b>organize</b> material.	The organization of the posters is adequate, attractive, and mostly viewer friendly.  It is fairly easy to locate all important elements.  Graphic elements (photos, text, etc.) and alignment are used effectively to organize material.	The organization of the posters is somewhat adequate, but not viewer friendly.  It is not easy to locate all important elements.  Graphic elements (photos, text, etc.) and alignment are not used effectively to organize material.	The posters are cluttered looking or confusing.  It is difficult to locate important elements.
<b>Unity</b>  <i>C</i> <i>R</i> <i>A</i> <i>Proximity</i>	ALL empty space ( <b>white space</b> ) is used VERY effectively and <b>purposefully</b> .  There is an obviously strong use of <b>PROXIMITY</b> - keeping like items together, creating unity by how close or far apart elements are from each other, and overlapping as needed.	ALL empty space (white space) is used fairly effectively and purposefully and does not distract.  There is use of PROXIMITY - keeping like items together and creating unity by how close/far apart elements are from each other, and overlapping.	ALL empty space (white space) is not used effectively or purposefully and DOES distract.  There is might be some purposeful use of PROXIMITY.	The space is not used effectively or purposefully.  There is no purposeful use of PROXIMITY.

<p><b>Content</b></p>	<p>There is an obviously <b>well-stated clear message/theme</b>.</p> <p>It is carried out very well <b>throughout</b> the entire ad campaign.</p> <p>All included information <b>is very relevant</b> to the campaign.</p>	<p>There is an well-stated clear message/theme.</p> <p>It is carried out throughout the entire ad campaign.</p> <p>All included information is relevant to the campaign.</p>	<p>There is somewhat muddy or vague message/theme.</p> <p>It is not carried out throughout the entire ad campaign.</p> <p>Not all the included information is relevant to the campaign.</p>	<p>The ad campaign lacks an obvious purpose and theme.</p>
<p><b>Color Choices</b></p>	<p>Colors of background, fonts, etc. form a <b>professionally pleasing palette</b>, do not detract from the content, and are consistent across the entire ad campaign.</p>	<p>Colors of background, fonts, do not detract from the content, and are consistent across the entire ad campaign.</p>	<p>Colors of background, fonts somewhat detract from the content and are not consistent across the entire ad campaign.</p>	<p>Colors of background, fonts, make the content hard to read or otherwise distract the reader.</p>
<p><b>Fonts</b></p>	<p>The fonts are consistent, <b>easy to read</b> and point size varies appropriately for headline/title, slogan and informational text.</p> <p>The use of font styles (italic, bold, underline) is used consistently and <b>improves readability</b>.</p> <p>There are <b>no more than 3</b> different fonts used.</p>	<p>The fonts are consistent, fairly easy to read and point size varies appropriately for headline/title, slogan and informational text.</p> <p>The use of font styles (italic, bold, underline) is used fairly consistently and is readable.</p> <p>There are no more than 3 different fonts used.</p>	<p>The fonts are consistent, somewhat easy to read and point size varies somewhat appropriately for headline/title, slogan and informational text.</p> <p>The use of font styles (italic, bold, underline) is used fairly consistently and is mostly readable.</p> <p>There are more than 3 different fonts.</p>	<p>There is too wide a variety of fonts, styles and point sizes was used.</p> <p>The font use is distracting and makes the poster unreadable.</p>
<p><b>Photos/ Images</b></p>	<p>ALL photos/images are definitely <b>related to the theme/purpose</b> of the ad campaign</p> <p>They are thoughtfully cropped and are of <b>high quality</b> – in focus, clear colors, etc.</p> <p>They <b>enhance the viewer’s interest</b> or understanding and “sell” the message.</p>	<p>ALL photos/images are related to the theme/purpose of the ad campaign</p> <p>They are adequately cropped and are of somewhat high quality.</p> <p>They enhance the viewer’s interest or understanding and “sell” the message.</p>	<p>A few photos/images are not related to the theme/purpose of the ad campaign</p> <p>They were not cropped effectively and are of fairly low quality.</p> <p>They do not enhance the viewer’s interest or understanding and does not really “sell” the message.</p>	<p>Photos/images seem randomly chosen, are of low quality, and/OR distract the reader.</p>
<p><b>Spelling and Grammar</b></p>	<p>There are <b>no errors</b> in spelling, punctuation or grammar in the final drafts of the ad campaign posters.</p>	<p>There are 1-3 errors in spelling, punctuation or grammar in the final drafts of the ad campaign posters.</p>	<p>There are 4-5 errors in spelling, punctuation or grammar in the final draft of the ad campaign posters.</p>	<p>There are more than 5 errors in spelling, punctuation or grammar in the final draft of the ad campaign posters.</p>