**Advertising Brochure Rubric**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below Standard | Did Not Demonstrate | Total Points |
| Message | The message of the creation is clear, accurate and complete. The reader has no questions about the advertising proposal. | The message of the creation is clear and accurate, but may not be complete. The reader has few questions about the advertising proposal. | The message of the creation is accurate, but unclear and may not be complete. The reader has some questions about the advertising proposal. | The message of the creation is inaccurate, unclear and may not be complete. The reader has questions about the advertising proposal. |  |
| Creativity | The student has used many creative details, which may include examples, color, fonts, attractive design, graphics or other interesting details that draw the reader into the creation. | The student has used some creative details, which may include examples, color, fonts, attractive design, graphics or other interesting details that draw the reader into the creation. | The student has used few creative details, which may include examples, color, fonts, attractive design, graphics or other interesting details that draw the reader into the creation. | The student has used very little creative details. The creation may be sloppy or appear like it was put together at the last minute, with little forethought. |  |
| Structure (creation) | Each part of the creation is clearly defined. It is easy to read and access the information. | Each part of the creation is defined. It is somewhat easy to read and access the information. | Most parts of the creation are defined. It is challenging to read and access the information. | Few parts of the creation are defined. It is difficult to read and access the information. |  |
| Mechanics (both) | Very few grammar, spelling or other mechanical errors are present, in either the creation or the chart. It is clear the student has a firm grasp on the conventions of the English language. | Some grammar, spelling or other mechanical errors are present, in either the creation or the chart. It is clear the student has a grasp on the conventions of the English language. | Many grammar, spelling or other mechanical errors are present, in either the creation or the chart. It is clear the student has some grasp on the conventions of the English language. | Frequent grammar, spelling or other mechanical errors are present, in either the creation or the chart. It is clear the student has little grasp on the conventions of the English language. |  |
| Total Points |  |  |  |  | \_\_\_/points |