

Advertising Poster Evaluation Rubric

5 A poster earning a "5" demonstrates a clear understanding of the persuasive task and accomplishes it in a fresh and inventive fashion.

Your persuasive statement clearly defines your position and is engagingly written, demonstrating a careful choice of language for the intended effect.

You have presented at least one valid reason (possibly more) to support your position.

Your graphic effectively communicates your position.

Your poster is neat and visually appealing. The layout is dramatic and engaging. The text uses font and size to enable easy reading.

Your poster is mechanically correct, containing no spelling or usage errors.

4 A poster earning a "4" has adequately completed the requirements of the assignment, but is not as effective as a poster earning a "5."

Your persuasive statement defines your position, but could be clearer or more interesting. It may not demonstrate fresh or interesting language.

You have presented at least one valid reason to support your position.

Your graphic effectively communicates your position.

Your poster is neat. The layout may not be as effective or the text font and size may be less readable than those found in posters earning a "5."

Your poster is mechanically correct, containing a maximum of one or two spelling or usage errors.

3 A poster earning a "3" has adequately completed one or more of the basic requirements of the assignment, but is missing an element or an element may be unclear or poorly chosen. Any ONE of the following can cause a poster to earn a "3."

Your persuasive statement is missing or fails to define your position.

You neglected to provide a reason to support your position, or your reason is not valid.

You have no graphic or it fails to communicate your position.

Your poster is difficult to understand because of poor arrangement of graphic and textual elements, or because of sloppy construction.

Your poster contains an unacceptable number of spelling and/or mechanical errors that seriously detract from your message.

Advertising Poster Evaluation Rubric, page 2

- 2 A poster earning a "2" has failed to adequately complete the basic requirements of the assignment. It may fail to provide a clear statement of position and a valid reason supporting the position. In addition, any TWO of the following can cause a poster to earn a "2."**

Your persuasive statement is missing or fails to define your position.

You have neglected to provide a reason to support your position, or your reason is not valid.

You have no graphic or it fails to communicate your position.

Your poster is difficult to understand because of poor arrangement of graphic and textual elements, or because of sloppy construction.

Your poster contains an unacceptable number of spelling and/or mechanical errors that seriously detract from your message.

- 1 A poster that earns a "1" is unacceptable work, completely neglecting the assignment requirements.**

It makes no effort to communicate a position, or is completely off-topic.

It makes no effort to provide a reason, or the reason is off-topic.

There is no graphic, or the graphic is off-topic.

The poster is visually incomprehensible.