

Chinese Invention Advertising Project Rubric

	Beginning (1)	Developing (2)	Accomplished (3)	Exemplary (4)	Total
Layout/Design	Advertisement is unattractive or inappropriate. Text is difficult to read. Background and graphics are distracting.	Advertisement appears busy. Text is difficult to read. Background and graphics are somewhat distracting.	The advertisement is eye-catching and attractive. Text is easy to read.	The advertisement is creatively designed. Text, graphics, and background enhance the ad.	
Persuasive Techniques	No persuasive techniques has been used. Features, advantages, and benefits not present.	Persuasive technique is weak. Features, advantages, and benefits not clearly present.	Has chosen a persuasive technique to adequately use, but with more thought it could be improved. Features, advantages, and benefits present.	Has interesting use of a persuasive technique. Features, advantages, and benefits clearly stated.	
Neatness	Illegible writing.	Legible writing, some ill-formed letters, print too small or too large.	Legible writing, well-formed characters, clean and neat, illustrations provided.	Word processed or typed, clean and neat, illustrations provided.	
Interest Level	Advertisement does not hold your interest. Needs descriptive words.	Advertisement keeps you somewhat interested. Vocabulary is constant, details lack "color".	Advertisement keeps you interested. Vocabulary is varied, details need work.	Advertisement grabs and keeps you interested in the sell. Vocabulary varied, details vivid.	
Mechanics	Includes more than 5 grammatical errors, misspellings, punctuation errors, etc.	Includes 3-4 grammatical errors, misspellings, punctuation errors, etc.	Includes 2-3 grammatical errors, misspellings, punctuation errors, etc.	Grammar, spelling, punctuation, capitalization are correct. No errors in advertisement.	