

Name: _____

Magazine Advertisement

Outcome: Advertisement should include a slogan, picture and name of the product.

	3	2	1	Not Yet
Content	Information is accurate; clearly and creatively conveys the intended message	Information is accurate; clearly conveys the intended message	Information is accurate; message is unclear	Inaccurate or incomplete information; no message
Originality	Completely original, does not copy a familiar advertisement	Revises familiar advertisement; uses own words	Substitutes a few words in a familiar advertisement	Substitutes many words in a familiar advertisement
Layout	Excellent use of color and space; exemplary organization; WOW!	Good use of color and space; good organization	Includes some color; adequate use of space	Includes no color and/or inadequate use of space
Graphics	High quality, carefully chosen graphics that enhance the product	Graphics enhance the product	Few graphics that do little to enhance the product	No graphics
Conventions	No glaring spelling/grammar errors; near publishable quality	Very few glaring spelling/grammar errors	Several spelling/grammar errors; does not show evidence of proofreading	Number of spelling /grammar errors make paper difficult to read

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