**Assessment: advertisement**
Students will create "want-ads" for these two leaders, incorporating the characteristics or qualities of each within the advertisement.

# Advertisement Rubric

|  | 4 | 3 | 2 | 1 |
|---|---|---|---|---|
| **Content** | All requirements present well written text and carefully chosen visuals work together to illustrate and inform about poster subject | All requirements present, descriptive text and appropriate visuals work together to inform viewers | Most requirements present, text contains some inaccuracies or lacks organization or impact, inappropriate or missing visuals | Requirements missing poorly written inaccurate or insufficient text and or visuals or "cut & pasted" text. |
| **Design** | Followed layout sample, logical and easy to read text and visuals, neatly designed layout compliments content | Followed layout sample, logical text and visuals that are neat and easy to understand | Followed layout sample, somewhat disorganized | Did not follow layout sample disorganized hastily and carelessly planned |
| **Creativity** | Pleasing use of color, shapes, symbols and other graphic elements captures viewers' attention and interest | Good use of color and eye-catching graphic elements | Graphics have clustered appearances or are sparse (too much empty space) | Little constructive use of color or graphic elements |
| **Visual Appeal** | Incorporates unique and pertinent ideas design elements, visuals or text that make the poster stand out | Contains some unique or imaginative elements | Contains some good, although not entirely original elements | No evidence or creativity |