

| Assessment Rubric | | | | | | |
|--|-----------|------|---------|-------------------|-----------------|------------------|
| Student Name: | | | | | Class Period: | |
| Assignment: Outdoor Board | | | | | Date Completed: | |
| | Excellent | Good | Average | Needs Improvement | Rate Yourself | Teacher's Rating |
| Rough Draft: Is at least one included? Does it show changes and development between the planning and final stage? | | | | | | |
| Board – Message: Thoughtfully chose a catchy message and worked on slogan/tagline etc. to convey meaning? | | | | | | |
| Board – Image: Contains one image that relates to slogan (photo, drawing, etc.) and gains audience attention? | | | | | | |
| Board – Color: Deliberately selected colors to appeal to certain emotions and described those decisions? | | | | | | |
| Board – language: Used language of persuasion? | | | | | | |
| Board- facts: Included two well researched and important facts about issue? | | | | | | |
| Board-topic: Selected a topic currently relevant to teenagers? | | | | | | |
| Board – Format: Does the style and format coordinate with the board? Similar color scheme, graphics, etc.? | | | | | | |
| Board-size: Will it work as a large outdoor board? | | | | | | |

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| Does it catch people's attention? | | | | | | | |
| Final Reflection – Is it fully completed with each question answered? Is it neat and written with proper grammar and punctuation? | | | | | | | |
| Overall – Effort: took time to develop idea & complete project? (Didn't rush.) Good use of class time? Included additional media? | | | | | | | |
| Overall – Craftsmanship Neat, clean & complete? Skillful use of the art tools & media? | | | | | | | |
| Total: (possible points) | Grade: | | | | | Your Total | Teacher Total |

Student Comments:

Teacher Comments:

| Assessment Rubric | | | | | | |
|--|------------------|-------------|----------------|--------------------------|------------------------|-------------------------|
| Student Name: | | | | | Class Period: | |
| Assignment: Political cartoon/flipbook/comic | | | | | Date Completed: | |
| | Excellent | Good | Average | Needs Improvement | Rate Yourself | Teacher's Rating |
| Planning Draft: Is it included? | | | | | | |
| Rough Draft: Is at least one included? Does it show changes and development between the planning and final stage? | | | | | | |
| Context: Reflects a real social issue in today's society? | | | | | | |
| Caption/s: Is there a thoughtfully chosen message built into the story? Can a reader identify that message? Provides a clear verbal clue about meaning and issue? | | | | | | |
| Design: Considered design elements (color, size, images, font, shapes, etc.)? | | | | | | |
| Characters: Characters are clearly identified and their actions and dialogue are well matched? | | | | | | |
| Craftsmanship: Neat, clean & complete? Skillful use of the art tools & media? | | | | | | |

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|--|---------------|--|--|--|--|-------------------|---------------|
| Final Reflection – Is it fully completed with each question answered? Is it neat and written with proper grammar and punctuation? | | | | | | | |
| Overall – Effort: took time to develop idea & complete project? (Didn't rush.) Good use of class time? | | | | | | | |
| Total: (possible points) | Grade: | | | | | Your Total | Teacher Total |

Student Comments:

Teacher Comments:

| Assessment Rubric | | | | | | |
|--|------------------|-------------|----------------|--------------------------|------------------------|-------------------------|
| Student Name: | | | | | Class Period: | |
| Assignment: Counter Ad/Spoof Ad | | | | | Date Completed: | |
| | Excellent | Good | Average | Needs Improvement | Rate Yourself | Teacher's Rating |
| Rough Draft: Is it included? | | | | | | |
| Message: Is there a clear communication objective? Is it precise and well defined? | | | | | | |
| Audience: Is it obvious for whom the message is intended? Is the language appropriate for that audience? | | | | | | |
| Format: Is the font size, colors, etc. appropriate for your audience and message? | | | | | | |
| Image/Visual: Does your image draw attention? Is it powerful and matches the overall message? | | | | | | |
| Headline: Is it short, snappy and relevant? Does it touch on a person's emotions? | | | | | | |
| Copy: Do you have two strong facts/statistics? Are they honest, precise and clear? Are they | | | | | | |

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| positioned correctly? | | | | | | | |
| Final Reflection – Is it fully completed with each question answered? Is it neat and written with proper grammar and punctuation? | | | | | | | |
| Overall – Effort: took time to develop idea & complete project? (Didn't rush.) Good use of class time? | | | | | | | |
| Total: (possible points) | Grade: | | | | | Your Total | Teacher Total |

Student Comments:

Teacher Comments: