**Advertisement Rubric for Alternate Energy Vehicle Prototype**

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| --- | --- | --- | --- | --- |
| Evaluated Items | Meets Expectations  (5 Points) | Below Expectations  (3 Points) | Not Meeting Expectations  (1 Point) | Score  (Points Possible=15) |
| Design | +Use of white space is appropriate  +Cost of product  +Vehicle name  +Appropriate size of pictures and text; balanced | +Use of white space is appropriate  +One or other of cost of product and vehicle name included  +Use of pictures and text could be more balanced  (lacking 1-2 components from “Meets Expectations”) | +Too much or too little white space  +Neither the cost nor the name is included  +No pictures or no text | Our Score \_\_\_\_\_  Teacher Score \_\_\_\_\_ |
| Illustrations | +Color included  +Eye catching  +Careful, neat drawing  +Includes a picture of the vehicle  +Detailed | +Some color included  +Could be more eye catching  +Neatness could be improved  +Picture of the vehicle included  +Lacks details  (lacking 1-2 components from “Meets Expectations”) | +No color  +Not eye catching  +Messy or sloppy  +No picture included  +No details | Our Score \_\_\_\_\_  Teacher Score \_\_\_\_\_ |
| Message | +Targets an audience  +Critics opinion is included  +Selling points or highlights of the product  +Special or sale on the product | +Audience is not targeted  +No opinion included  +only highlights 1 point of the product  (lacking 1-2 components from “Meets Expectations”) | +Audience is not targeted  +No opinion is included  +No highlights of the product are included  +No special or sale on the product | Our Score \_\_\_\_\_  Teacher Score \_\_\_\_\_ |
| Final Score \_\_\_\_\_ |