

scoring guide assignment: magazine advertisement • point value: 40

advertising want/need

ad copy appeals to one of the basic wants/needs to entice consumers in an obvious way

3 points

ad copy attempts to appeal to a basic want/need but needs more explanation or link

1 point

ad copy does not appeal to one of the basic wants/needs covered in our advertising unit

0 points

product originality

product contains a unique name and branding strategy for a company created by the student

4 points + 3 BONUS!!!

design advertises an existing product but has original idea using student creativity

4 points

design advertises an existing product in a way that copies a real ad or uses an existing idea/slogan

0 points

image quality

ad includes some type of image; all images are professional quality

3 points

image is grainy, blurry, skewed out of proportion or bitmapped

1 point

more than one image has a quality problem or no images are used

0 points

typography

type choices reflect the product's personality; no more than three typefaces are used; colors, sizes and styles reflect professional standards with emphasis on readability; text has no errors; headline is noticeable

5 points

minor issues with readability, hyphenated words, too much in script or all caps, overuse of punctuation, distracting styles or colors; text has a typo; headline is not big enough

3 points

major issues with too many type styles or difficult to read; multiple errors or typos; size issues; advertisement does not have a noticeable headline

1 point

principles of design

design considers readers' needs and applies principles for maximum impact and product emphasis

5 points

design is flawed without emphasis or too many graphics; compromised readability

3 points

page has noticeable problems with size and proportion related to photos, text, graphics

1 point

advertising copy

text size is readable without being too big; uses creativity and/or includes specific product details

4 points

copy doesn't have specific details about the product or is hard to understand

2 points

copy is unreadable due to design or doesn't provide information to make a connection to the image

0 points

file format

file is named correctly and is saved as a .jpg in the correct folder with no extra files turned in

4 points

file contains one error in name, format or quantity

2 points

file does conform to assignment instructions (wrong name and/or location, format, multiple copies)

0 points

required information

includes headline, image, message (copy) and logo

4 points

is missing one required item

2 points

is missing more than one part of required information

1 point

oral presentation

delivery includes good volume, eye contact, detailed explanation of advertisement

4 points

delivery is hard to hear, too short or not enough information provided in explanation

2 points

student does not deliver oral presentation during class

0 points

meeting deadlines

is turned in on time

4 points

is turned in late for a reason other than excused absence on due date

0 points

name:

total score:

comments:

*** Remember,** you can redo this project *within the next week* to improve your score. Use this scoring guide and the original assignment sheet to fix your project as necessary. If you choose to redo this for an improved grade, you must notify your teacher that you have work to be rescored.