Print Ad Rubric

Student Name: _____

Total Score is…   **/20**

	R >2.5	1 2.5-2.9	2 3-3.4	3 3.5-3.9	4 4-5	Score
Audience and Purpose	Ad does not have a target audience and does not demonstrate a purpose	Ad demonstrates a limited use of a target audience and shows limited purpose	Ad demonstrates some use of a target audience and shows some purpose	Ad demonstrates considerable use of a target audience and has a considerable purpose	Ad is geared towards an obvious audience and has a very effective purpose	/5
Message and Persuasion	The ad does not have a clear message and is not persuasive. It is trite and/or cliché.	The message in the ad is confusing and therefore is not very persuasive for the audience to purchase the product. No evident strategies or techniques were used.	Ad demonstrates a message to the audience for them to buy the product, but it is only somewhat persuasive. Strategies or techniques are evident.	Ad considerably demonstrates an overt and implied message in order persuade the audience to purchase the product. Strategies and techniques are superior.	Ad demonstrates an overt and implied message in order persuade the audience to purchase the product with a high degree of effectiveness. Strategies and techniques are superb.	/5
Creativity	Ad is not appealing and almost no effort was put into creating it. It is trite and cliché.	Ad is plain and limited effort was put into its creation. It has copious dead space.	Ad is somewhat visually appealing and creative.	Ad is considerably appealing and creative	Ad is visually appealing and extremely creative.	/5
Use of Design Elements	Does not incorporate a solid color scheme and consistent font into print ad. Layout and Spacing are horrid.	Incorporates a distracting color scheme or layout. Ad is messy.	Incorporates "Design Elements" with some effectiveness. There may be some messy or distracting elements.	Incorporates "Design Elements" with a considerable effectiveness. A solid and effective color scheme and layout. Fonts aimed at audience.	Incorporates "Design Elements" with a high degree of effectiveness. Color scheme, font, and all visual elements are clearly aimed at target audience.	/5