

Political Ad Rubric

	Exemplary—4	Proficient—3	Partially Proficient—2	Incomplete—1
Content	Seamlessly integrates ideas and information from sources. Conveys powerful message.	Uses ideas and information from sources. Message is clear.	Limited use of information from sources. Message is unclear.	Ad lacks ideas, information and a message.
Use of Technique	Effectively uses political ad technique. Technique is readily apparent in finished product.	Uses political ad technique accurately.	Use of political ad technique is ambiguous or inaccurate.	Political ad technique misused or missing from production.
Creativity	Shows high level of creative effort. Reveals innovative interpretation of ideas and technique. Visually stunning.	Product shows creativity. Ideas presented in a visually appealing way.	Demonstrates original thought but lacks coherent structure and visual appeal.	Lacks creativity. Shows little originality. Lacks visual appeal.
Work Ethic	Effective use of class time. Product shows a high level of commitment to quality.	Appropriate use of class time. Commitment made to product completion.	Difficulty staying on-task. Group required reminders to stay focused.	Rarely on-task. Product incomplete.
Collaboration	Each group member contributed equally to production process. Product reveals high degree of planning, organization and teamwork.	Group functioned. Each member of group took part in production.	Group functioned with difficulty. Conflict(s) negatively affected product completion.	Group did not function. Project incomplete.

Ad Team Members: _____

Candidate: _____ Technique: _____

Total Possible Points: 20

Total Points Earned: _____ / 20