

Operation Lethe: Bus-Stop-Issue Ad Rubric (Group)				
Appearance (30%)				
CATEGORY	4 - Above Standards	3 - Meets Standards	2 - Approaching Standards	1 - Below Standards
Attractiveness	Visually stunning. Exceptionally attractive in terms of design, layout, and neatness.	Likely to grab the attention of passersby. Attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
Originality	Ad reflects an exceptional degree of student creativity in its creation or display.	Ad reflects a degree of student creativity in its creation or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
Clarity	Graphics are all in focus and the content easily viewed and identified from 6 ft. away.	Most graphics are in focus and the content easily viewed and identified from 6 ft. away.	Most graphics are in focus and the content is easily viewed and identified from 4 ft. away.	Many graphics are not clear or are too small.
Execution (30%)				
CATEGORY	4 - Above Standards	3 - Meets Standards	2 - Approaching Standards	1 - Below Standards
Requirements	Meets all requirements	Meets all but 1 requirement.	Does not meet more than 1 requirement.	Does not meet more than 2 requirements.
Grammar, Spelling, etc.	Author makes no errors in capitalization or punctuation, so the essay is exceptionally easy to read.	Author makes 1-2 errors in capitalization or punctuation, but the essay is still easy to read.	Author makes a few errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Author makes several errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.
Accuracy	All information included is accurate and properly attributed to its source.	Almost all information included is accurate and properly attributed to its source.	Most information included is accurate and properly attributed to its source.	Most information included is not accurate or properly attributed to its source.
Messaging/Effectiveness (40%)				
CATEGORY	4 - Above Standards	3 - Meets Standards	2 - Approaching Standards	1 - Below Standards
Messaging	Clearly and persuasively communicates its intended message. The intended message and context is clear and the position being advocated on the issue is unmistakably communicated.	Clearly and somewhat persuasively communicates its intended message. The intended message and context is apparent, along with the position being advocated on the issue.	Communicates its intended message. The intended message and context is apparent.	Intended message is not apparent, nor is the context and the position being advocated on the issue.
Audience	Demonstrates a clear understanding of the intended audience and uses vocabulary, arguments, and graphics that are likely to be persuasive to that audience.	Demonstrates a general understanding of the intended audience and uses vocabulary, arguments, and graphics that are appropriate to that audience.	Demonstrates some understanding of the intended audience and vocabulary, arguments, and graphics are appropriate for that audience.	It is not clear who the ad is trying to reach.
Campaign/Product	Students create an original, accurate and interesting product that adequately addresses the issue.	Students create an accurate product that adequately addresses the issue.	Students create an accurate product but it does not adequately address the issue.	The product is not accurate.