

Photo Restoration Company – Project Based Learning

Print Advertisement Rubric

100 Point Team Project, Weighted X3

| | Incomplete 0-10 | Almost 12 pts | Satisfactory 16 pts | Above and Beyond 20 pts |
|--|--|---|---|--|
| Print Design | Theme cannot be identified Colors are not complementary Many design elements and layout concepts are absent. | Theme is identifiable Only a few design elements are present, and more need to be used. | Theme is identifiable and consistent Colors are complementary Proper use of negative space, proportion, flow, repetition, design elements, movement and typography. | Theme is superior Colors support the theme and are complementary Exemplary use of negative space, proportion, flow, repetition, design elements, movement and typography. |
| Logo and Slogan | Includes no color and/or inefficient use of space. Logo/Slogan and logo are missing or confusing. Not effective branding. | Good start, but the logo and slogan need to better support mood and tone of your branding. | Good use of color and space. Components are well organized and of good quality. Supports the mood and tone of the company. Good branding. | Excellent use of color and space. Logo and slogan are well organized, good quality, relevant and memorable. Excellent branding. |
| Graphic Elements | No elements used | Elements are used, but they are not well designed or ineffective | 1-2 Elements are used, and they are effective. | 2-3 Elements are used, and they are effective and innovative. |
| Target Audience | Ad is neither suitable nor relevant for the target audience. | Ad is somewhat suitable and relevant for the targeted audience. | Ad is mostly suitable and relevant for the target audience. | Ad is completely suitable and relevant for the target audience. |
| Persuasive Techniques with Marketing Copy | No use of persuasive techniques. Or although most or all techniques are present, their effect is not persuasive. Word choice is too simple or repetitive. | 1 persuasive technique is effectively used in advertisement. Effect is persuasive. Word choice is mostly engaging. You have some variety in the style of ad. | 2 persuasive techniques used in the print advertisement. Effect is persuasive. Word choice is engaging and you have a distinctive writer's voice. Audience clearly understands what this product is all about. | 3 or more persuasive techniques are used in the print advertisement. Effect is persuasive. Writing is engaging and shows an outstanding writer's voice. Audience clearly understands the product and the message behind it. |