

Rubric 1: Advertising Railroads Today

Scoring Rubric	Advertising theme	Target Audience	Supportive Text	Art work
<b>Advanced</b>	Theme is specific and supportive of railroads today. The student creatively taps into the values of our modern society to make railroad travel enticing.	Advertisement shows a clear target audience through the chosen theme. The audience is logically and creatively chosen as a specific group of people for whom rail travel could hold an attraction.	The text provides at least three creative and specific examples of the theme provided. (e.g. Environmentally friendly—energy saving/fuel efficient, air conditioning recommended by EPA, and ability to admire scenery as a passenger.) If student chooses ad with poetry or creative writing, award points for creativity and assess rhythm/paragraph construction, grammar, spelling, etc.	Content: The scene is appropriate and supports the message of the theme. It has specific, accurate details.  Technique: It is creatively rendered. Student creatively used basic visual concepts such as using color, lines, and/or space (e.g., focal points of image) to draw in the audience and reinforce the theme.
<b>Proficient</b>	The theme shows a general understanding of appealing to societal values to support railroad travel today.	Advertisement shows a clear, but more general target audience. The target audience is logically chosen, but perhaps lacking overall creativity.	Text is supportive of the chosen theme. It provides 2-3 specific and appropriate examples of train features or characteristics being highlighted. Poetry or creative writing in advertisement is attempted, but may have a few errors in execution—paragraph construction, grammar, spelling, etc.	Content: The scene is appropriate and supportive of the theme.  Technique: Student showed an understanding of visual concepts—color, lines, space—but may have had difficulty in executing the technique.
<b>Basic</b>	The theme is loosely constructed around societal values and the railroad today. It lacks focus and specificity, however.	The target audience is not clear from theme of the advertisement. OR The audience is clear, but is not the most logical choice to be targeting railroad travel.	The text provides examples around the loosely constructed theme. 1-2 examples provided. More advanced creative writing exercises are not attempted.	Content: The artwork is attempted, but not very supportive because the theme lacks focus.  Technique: Specific techniques using visual concepts have not been attempted.
<b>Below Basic</b>	The theme shows no understanding of selling railroad travel by appealing to societal values. The theme is inappropriate or non-existent.	The advertisement shows no attempt made at reaching a target audience. Advertisement lacks organization around a theme.	Text does not show a theme or specific examples to support it. Student does not attempt poetry or creative writing exercise.	Content: Advertisement has no supportive artwork OR inappropriate material. Technique: No attempt has been made to incorporate visual elements.