

PA Turnpike Advertisement- Assessment Rubric

CATEGORY	4	3	2	1
Required Elements	The advertisement includes all required elements as well as additional information.	All required elements are included on the advertisement.	All but 1 of the required elements is included on the advertisement.	Several required elements were missing.
Originality	Several of the graphics used on the advertisement reflect an exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the advertisement reflect student creativity in their creation and/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.
Attractiveness	The advertisement is exceptionally attractive in terms of design, layout, and neatness.	The advertisement is attractive in terms of design, layout and neatness.	The advertisement is acceptably attractive though it may be a bit messy.	The advertisement is distractingly messy or very poorly designed. It is not attractive.
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.

Student Name: _____

Total Points (out of 16): _____