

## Future Advertisement Rubric

Category	Criteria				Points
	1 Unsatisfactory	2 Acceptable	3 Commendable	4 Exceptional	
<b>Knowledge</b>					
Knowledge of Historical Context					
Content Accuracy					
Advertising Technique(s) Identified					
<b>Reasoning</b>					
Evidence of Critical Thinking					
Understanding of Target Audience					
Appropriate Appeal to Audience					
<b>Communication</b>					
Visual Appeal					
Evidence of Creativity					
Mechanics					
<b>TOTAL</b>					
<b>Teacher Comments:</b>					