

Ad Awareness Rubric

Category	Level 1	Level 2	Level 3	Level 4
Knowledge				
demonstrate understanding of product claims	demonstrates limited understanding of product claims	demonstrates some understanding of product claims	demonstrates considerable understanding of product claims	demonstrates a thorough understanding of product claims
Identifies and explains the techniques the ads use to represent or distort reality	Identifies and explains the techniques used in ads with limited effectiveness	Identifies and explains the techniques used in ads with some effectiveness	Identifies and explains the techniques used in ads with considerable effectiveness	Identifies and explains the techniques used in ads with a high degree of effectiveness
Communication				
communicate ideas and information using appropriate forms	communicates ideas and information using appropriate forms with limited success	communicates ideas and information using appropriate forms with some success	communicates ideas and information using appropriate forms with considerable success	communicates ideas and information using appropriate forms with a high degree of success
Communicates required knowledge in presentation	communicates required knowledge with limited clarity	communicates required knowledge with some clarity	communicates required knowledge with considerable clarity	communicates required knowledge with excellent clarity
Application				
create media/visual display analyzing advertisement procedures/techniques	presentation displays limited creativity or analysis	presentation displays some creativity and analysis	presentation displays considerable creativity and analysis	presentation displays a high degree of creativity and analysis
evaluate the accuracy and effectiveness of various ads claims	evaluates the effectiveness of various product claims with limited success	evaluates the effectiveness of various product claims with some success	evaluates the effectiveness of various product claims with considerable success	evaluates the effectiveness of various product claims with a high degree of success

Comments