

Assessment Rubric for Campaign Ad

Assessment Criteria	Group Rating	Weighted Individual Rating
I. Presentation Content		
1. Ad and presentation clearly communicate ideas. (Presenter's weighted individual component)		
2. Ad demonstrates adequate understanding of the facts and arguments surrounding the controversy. (Historian's weighted individual component)		
3. Textual elements of Ad present persuasive evidence and arguments for the client's point of view (Text Editor's weighted individual component)		
4. Visual elements of Ad present persuasive evidence and arguments for the client's point of view. (Graphic Artist's weighted individual component)		
II. Presentation Composition		
1. Ad components work together to provide a consistent argument.		
2. Ad demonstrates a creative and unique synthesis of information to construct a persuasive argument.		
3. Ad is neat, colored, picture tell a story, should contains symbols and is visually appealing.		
4. Ad element contains a slogan, name of activist, and is clearly labeled and explained.		
III. Questions of Opposing View		
1. Questions are clearly stated and clearly demonstrate understanding of your client's position and of the opposing view. (Questioner's weighted individual component)		
Assessment Totals		
Subtotals for Group and Individual Rating Columns		
Overall Assessment:		

Description of Criteria Ratings:

- 5 = Exemplary: Goes beyond expectations to create original, highly insightful work.
- 4 = Competent: Meets expectations. Work is accurate and thorough.
- 3 = Acceptable: Meets most expectations with only minor omissions or inaccuracies.
- 2 = Needs Significant Improvement: Work has major omissions, inaccuracies.
- 1 = Unsatisfactory: Fails to meet minimal standards for quality work.

Description of Weighted Individual Component:

Teacher will specify weight of individual component.