

Name:

Date:

Period:

**Lights, Camera, Media Literacy!**  
**Print Ad Campaign Rubric**

- 4 All requirements satisfied.
- 3 All, but one of the requirements satisfied.
- 2 All, but two of the requirements satisfied.
- 1 All, but three of the requirements satisfied.

Requirements: (Check those included.)

- A product or event to advertise has been selected.
- The number of print ads created equals the number of team members.
- Each ad uses a different advertising technique.
- The advertising techniques chosen are listed on the planning sheet guide.
- Sketches of ads were created.
- Each print ad has a large, bold headline that communicates the ad's main message.
- Each print ad has carefully chosen copy.
- Each print ad has a balanced, uncluttered layout.
- Each print ad has an effective design.

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RUBRIC SCORE: \_\_\_\_\_