

# Rubric for Advertising Web Quest

## Journal Requirements

The Journal was used throughout the Unit.	1	2	3	4	5
Entries were thoughtful reflections of the progress of the Web Quest.	1	2	3	4	5
<u>AT LEAST</u> 2 print ads and 4 TV ads were reviewed in detail.	1	2	3	4	5
Entries into journal show the development of your own Advertising Campaign.	1	2	3	4	5

---

## Print Ad Requirements

The purpose of the Ad is clear.	1	2	3	4	5
The name of the Candidate is prominent.	1	2	3	4	5
Slogan is memorable.	1	2	3	4	5
Colors and symbols are used effectively.	1	2	3	4	5
Ad remains simple and uncluttered.	1	2	3	4	5
Spelling is correct throughout.	1	2	3	4	5

## Web Page Requirements

<b>Purpose of the Web Page is clear and logically organized.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Colors and Symbols are used effectively.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Candidate's name is clear to the viewer.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Repetition of ideas or candidate's name is effective.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Web Page ties into Print Ad to create an entire campaign.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Links are consistent and easy to find so that the user can easily navigate back and forth through pages.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Photos, icons, and clip art are appropriate, of high quality, and download fairly quickly.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Spelling is correct throughout.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Words are "striking" and have verbal impact.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Sentences are clear, complete and of different lengths.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>Journal Total</b>	
<b>Print Ad Total</b>	
<b>Web Page Total</b>	
<b>Web Quest Total</b>	