

Name:

Date:

Class:

## Advertising Poster Rubric

Category	Above	At Standard	Approaching Standard	Below Standard
<b>Creativity</b>	Exceptionally clever and unique with many original touches that enhance the poster.	Unique and well-thought out. Has original touches that enhance the poster.	Has a few original touches to enhance the poster.	Poster is a replica of something that already exists and/or is not creative.
<b>Includes requirements</b>	Poster includes all requirements plus extra facts and information.	Poster includes all requirements.	Poster includes most requirements.	Poster includes less than half requirements.
<b>Sensitivity</b>	Poster is sensitive and does not mock people or situations.	Poster is sensitive and/or does not mock people or situations.	Poster is somewhat sensitive and/or lightly mocks people or situations.	Poster is not sensitive and/or mocks people and situations.

### Advertising Poster Requirements:

- Poster must include:
  - Functionality of the toy
  - At least one picture of product
  - Logo
  - Color scheme that is culturally appropriate
  - Be sensitive to the end user