**Print Ad Rubric**

Worksheet #7

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 1 | 2-3 | 4 | Score |
| Basic details | Basic use of language. | Complex expressions to define product qualities.  No typos  8 ½ paper | Persuasive expressions to convince consumers of the quality of the product.  Shows convincing evidence of product superiority. |  |
| Target market | Appeal to a general audience. | Clearly defined target audience. | Clearly defined target audience.  Persuasive use of target market values to present the product. |  |
| Graphics | Simple use of graphics to illustrate product. | Advanced use of graphics to illustrate product. | Effective use of appropriate graphics to create a persuasive illusion.  Includes company name and logo  Picture of product included. |  |
| Use of the 4P’s | Little incorporation of 4 Ps. | Clear use of 4 Ps in development. | Effective use of 4 P’s. |  |
| Overall quality | General presentation of product. | Sophisticated presentation of product. | Persuasive presentation that entices the target audience to purchase the product. |  |
|  |  |  | Total Score |  |