

## Ad Campaign Grading Rubric

Criteria	← Achievement →		
↓	Meets or Exceeds Expectations 80% - 100%	Approaching Expectations 70% - 79%	Below Expectations 69.9% or less
<b>Content</b>	<ul style="list-style-type: none"> <li>- There is abundant use of data and mention of the status quo in Brazil</li> <li>- The rationale in favor of solar oven use is very clear and supported by persuasive arguments</li> <li>- Student refers back to their knowledge of solar oven design</li> </ul>	<ul style="list-style-type: none"> <li>- There is some use of data and mention of the status quo in Brazil</li> <li>- The rationale in favor of solar oven use is fairly clear and supported by persuasive arguments</li> <li>- Student does little to refer back to their knowledge of solar oven design</li> </ul>	<ul style="list-style-type: none"> <li>- There is little to no use of data and little to no mention of the status quo in Brazil</li> <li>- The rationale in favor of solar oven use is neither clear nor supported by persuasive arguments</li> <li>- Student does very little to refer back to their knowledge of solar oven design</li> </ul>
<b>Appearance/Degree of 'Polish'</b>	<ul style="list-style-type: none"> <li>- The writing is free of punctuation, spelling, and other grammatical errors <i>or</i> the audio recording is free of grammatical errors</li> <li>- The document is very neat <i>or</i> the audio recording is clearly recorded</li> </ul>	<ul style="list-style-type: none"> <li>- The writing has minor punctuation, spelling, or other grammatical errors <i>or</i> the audio recording has some grammatical errors</li> <li>- The document is fairly neat <i>or</i> the intended content in the audio recording has some noticeable, distracting sounds in the background</li> </ul>	<ul style="list-style-type: none"> <li>- The writing has major punctuation, spelling, or other grammatical errors <i>or</i> the audio recording has major grammatical errors</li> <li>- The document is not neat <i>or</i> the intended content in the audio recording is very difficult to hear</li> </ul>
<b>Artistic Elements</b>	<ul style="list-style-type: none"> <li>- Persuasive language is interspersed throughout</li> <li>- The tone is professional yet</li> </ul>	<ul style="list-style-type: none"> <li>- Persuasive language is infrequent but present</li> <li>- The tone is mostly professional and</li> </ul>	<ul style="list-style-type: none"> <li>- Persuasive language is absent</li> <li>- The tone is unprofessional and</li> </ul>

	<p>accessible</p> <p>- There is excellent rhythm to written work <i>or</i> the audio recording is far from monotonous</p>	<p>accessible</p> <p>- There is some good rhythm to written work <i>or</i> the audio recording is rarely monotonous</p>	<p>or inaccessible</p> <p>- There is little rhythm to written work <i>or</i> the audio recording is mostly monotonous</p>
<b>Duration</b>	The written work (if read aloud) <i>or</i> the audio recording is between 4-5 minutes in length	The written work (if read aloud) <i>or</i> the audio recording is between 3-4 minutes in length	The written work (if read aloud) <i>or</i> the audio recording is less than 3 minutes in length