

Name:

Advertising Campaign Rubric

Expectations	4	3	2	1	Feedback
<p>Media Texts - Creating Media Texts 3.1 Purpose and Audience: describe the topic, purpose, and audience for media texts they plan to create For this task it means: I can identify and explain the subject, audience, and message for my ad campaign.</p>					
<p>Media Texts - Creating Media Texts 3.2 Form: select a media form to suit the topic, purpose, and audience for a media text they plan to create, and explain why it is a highly appropriate choice For this task it means: The format of my advertisements are appropriate for my subject, audience, and message, and I can explain how the form relates to these.</p>					
<p>Media Texts - Creating Media Texts 3.3 Conventions and Techniques: identify a variety of conventions and/or techniques appropriate to a media form they plan to use, and explain how these will help communicate a specific aspect of their intended meaning effectively For this task it means: I have used advertising conventions and techniques that are appropriate and effective for the advertisements I create, and the subject, audience, and message involved.</p>					
<p>Media Texts - Creating Media Texts 3.4 Producing Media Texts: produce media texts, including increasingly complex texts, for a variety of purposes and audiences, using appropriate forms, conventions, and techniques For this task it means: I have created 3-5 ads, according to the guidelines in the instructions. They have a subject, audience, and message, and I have used conventions and techniques of advertising to accomplish the goal of my ad campaign.</p>					

Name:

Advertising Pitch Presentation Rubric

Expectations	4	3	2	1	Feedback
<p>Oral Communication - Speaking to Communicate 2.1 Purpose: communicate orally for a range of purposes, using language appropriate for the intended audience For this task it means: I can present my ad campaign and clearly explain the advertisements I have created.</p>					
<p>Oral Communication - Speaking to Communicate 2.1 Diction and Devices: 4 use appropriate words, phrases, and terminology, and a variety of stylistic devices, to effectively communicate their meaning and engage their intended audience For this task it means: I can present my ad campaign using the vocabulary of advertising (e.g.: subject, audience, message, context, techniques.)</p>					