

Assignment Rubric

Exceeds Standard (43-50 Points)

Ideas: The purpose of the ad is clearly communicated and especially thorough, displaying the problems and weakness of the original advertisement. The ad achieves its purpose of communicating accurate information about the nature of the ad and to whom the ad is intended. There is a clear application of analysis of information from the lesson. The subvertisement's purpose is evident to a modern reader who is unfamiliar with the ad and the purpose of subvertisements.

Organization: The organization supports the delivery of the content with a smooth sequence of information and support. Paragraphs are clear and focused.

Conventions: Any errors in conventions are not particularly noticeable and do not interfere with communication.

Meets Standard (30-42 Points)

Ideas: The purpose of the advertisement may be clearly communicated but is not thorough. Important details are missing. There is a lack of application of analysis from the lesson. It may not communicate to an audience that is not knowledgeable about the original ad or about subvertisements, but may instead assume that the audience already has some of the information.

Organization: The organization supports the content, but it may have moments where the transition from one idea to another is not clear. Some paragraphs may not be clear and focused.

Conventions: Some errors in conventions are noticeable.

Does Not Meet Standard (0-29 Points)

Ideas: The content is unclear, inaccurate, or incomplete. It assumes too much knowledge on the part of the reader.

Organization: The organization tends to be confusing, with unclear paragraph structures and without a clear connection from one topic to another.

Conventions: Errors in conventions distract the reader.