**Rubric for 3 projects in Advertising Unit:**

**Rubric for Print Ad *(Consult Client Briefing and Design Help documents for assistance with rubric definitions)***

Follows 4 elements of ad design 20

Correct use of materials (no lined paper) 10

Preferred to be designed on computer. See me for hand drawn approval.

Headline communicates idea that is SURE 10

Ad includes 10

* Business name
* Business hours and days
* Telephone number
* Types of services offered

Correct spelling 10

Graphic is appropriate and attracts attention 10

Meets target demographic audience 10

Creativity 10

Neatness 10

**Total** 100

**Rubric for Radio Ad** ***(Consult Client Briefing and Design Help documents for assistance with rubric definitions)***

Meets time deadline 30 sec. 20

Clear recording 20

Creativity 20

Mention product name at least 3 times 10

Include call to action 10

Meets demographic audience 10

Coordinates as campaign with yellow pages ad 10

**Total** 100

**Rubric for Report to Client:**

**Written report**

Five paragraphs 50

1.Introduction paragraph

2.Why the overall theme of advertising campaign was selected

3.Why the yellow pages ad should be successful

4.Why the radio advertisement should be successful

5.Conclusion paragraph

Usage/Mechanics and format –typed, double-spaced in 12 point Times New Roman or Ariel font 20

Cite at least 3 reasons in each paragraph 2-4 30

**Total**  100