

Name:

Date:

Class:

Advertising Poster Rubric

Category	Above	At Standard	Approaching Standard	Below Standard
Creativity	Exceptionally clever and unique with many original touches that enhance the poster.	Unique and well-thought out. Has original touches that enhance the poster.	Has a few original touches to enhance the poster.	Poster is a replica of something that already exists and/or is not creative.
Includes requirements	Poster includes all requirements plus extra facts and information.	Poster includes all requirements.	Poster includes most requirements.	Poster includes less than half requirements.
Sensitivity	Poster is sensitive and does not mock people or situations.	Poster is sensitive and/or does not mock people or situations.	Poster is somewhat sensitive and/or lightly mocks people or situations.	Poster is not sensitive and/or mocks people and situations.

Advertising Poster Requirements:

- Poster must include:
 - Functionality of the toy
 - At least one picture of product
 - Logo
 - Color scheme that is culturally appropriate
 - Be sensitive to the end user