

ASSESSMENT RUBRIC:

WHAT MAKES AN EFFECTIVE AD?

	1	2	3	4
Emotion	Establishes no clear tone; it is difficult to determine how the maker of the ad wants viewers to feel.	Establishes a tone, either positive (such as inspirational or hopeful), negative, (such as frightening or sarcastic), or mixed (partly positive, partly negative) that can be identified, but its relationship to the argument is confused; it is somewhat clear how the maker wants viewers to feel.	Establishes a positive, negative, or mixed tone that somewhat reflects its argument; it is clear how the maker wants viewers to feel.	Establishes a strong positive, negative, or mixed tone that clearly advances its argument and the effect of that argument; it is clear how the maker wants viewers to feel; achieves the desired emotional effect.
Persuasion	Central issue is not identified; makes no argument; the point of view is unclear.	Central issue is partially defined; makes an argument; point of view is somewhat clear.	Central issue is clearly defined; makes an argument that is logical; point of view is clear.	Central issue is clearly defined, and the importance of this issue is demonstrated; makes an argument that convinces with logic and evidence; point of view is presented strongly.
Truth	Presents few or no factual claims.	Presents a limited number of general factual claims with minimal reference to sources.	Presents multiple general or specific factual claims with reference to at least one reliable source.	Presents multiple specific factual claims with clear references to multiple reliable sources.
Style	Use of images, sounds, and music does not communicate a political idea or create a dramatic effect (such as amusement or inspiration)	Use of images or sounds at least contributes to communicating a political idea or creating a dramatic effect.	Use of images, sounds, and music together communicates political ideas, organizes ideas into an argument, and creates a dramatic effect.	Use of moving and still images, sounds, music, editing, and transitions together succeeds in communicating political ideas, organizing complex arguments, and creating a powerful dramatic effect.