

## RUBRIC TO ASSESS AN ADVERT

CONTENT AND DESIGN OF THE ADVERT	4 EXCELLENT	3 GOOD	2 NEED IMPROVEMENT	1 LOW PERFORMANCE
<b>INFORMATION INCLUDED ABOUT THE PRODUCT</b>	The information included about the product is relevant and clear.	The information included about the product is, generally speaking, relevant and clear.	The information included about the product is not always relevant and sometimes not clear.	The information included about the product is not relevant and confusing.
<b>COMPREHENSION</b>	The team shows a good comprehension of the product they have worked on.	Generally speaking, the team shows a good comprehension of the product they have worked on.	There are some sections that the team has not had a good comprehension of the product they have worked on.	The comprehension of the final product has not been very good.
<b>CREATIVITY</b>	The team has introduced their own relevant and original elements.	The team has introduced some relevant and original elements.	The team has introduced their own elements but they have not always been relevant.	The team has not introduced any relevant and original element.
<b>DESIGN AND LAYOUT</b>	The design of the advert is attractive and original. All the elements included in the missions are included.	Generally speaking, the design of the advert is attractive and original. Most of the elements included in the missions are included.	The design of the advert is adequate. Some the elements included in the missions are included.	The design of the advert is not adequate. Only a few of the elements included in the missions are included.
<b>USE OF DIGITAL TOOLS</b>	Ideal use of digital tools.	Adequate use of digital tools.	Limited use of digital tools.	Limited and irrelevant use of digital tools.

