

Objective: Students will create an advertisement on behalf of their charity that will persuade the viewer to donate funds to. This project will follow these guidelines:

Charity Checks Project Advertisement Rubric

Categories	Context	Grammar	Appearance	Effort
Level 4- Above Standards	<i>Student has created an advertisement that persuades the viewer to donate to their charity. It persuades by using content related picture(s) and a catchy phrase.</i>	<i>Student has demonstrated excellent grammar/spelling skills: there are no mistakes in this catchy phrase.</i>	<i>The advertisement is attractive, neat, typed and has a catchy phrase.</i>	<i>Student demonstrated effort.</i>
Level 3- Meeting Standards	<i>Student has created an advertisement that persuades the viewer to donate to their charity. It persuades by using content related picture(s) and a catchy phrase.</i>	<i>Student has demonstrated some grammar/spelling skills: there are few mistakes.</i>	<i>The advertisement is attractive, neat, typed or handwritten and has a catchy phrase</i>	<i>Student demonstrated some effort.</i>
Level 2- Reaching Standards	<i>Student has created an advertisement that somewhat persuades the viewer to donate to their charity. It persuades by somewhat using content related picture(s) and a somewhat catchy phrase.</i>	<i>Student has demonstrated fair grammar/spelling skills: there are several mistakes.</i>	<i>The advertisement is somewhat attractive, neat, typed or handwritten and has somewhat of a catchy phrase</i>	<i>Student demonstrated little effort.</i>
Level 1-Below Standards	<i>Student has not created an advertisement that persuades the viewer to donate to their charity. It does not persuade by using content related picture(s) and a catchy phrase.</i>	<i>Student has demonstrated poor grammar/spelling skills: there are many mistakes.</i>	<i>The advertisement is not attractive, neat, typed or handwritten and does not have a catchy phrase</i>	<i>Student demonstrated no effort.</i>