Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_

Chocolate Candy – Project Rubric

**Candy & Advertisements:**

Overall creativity, originality, & persuasiveness 1 2 3 4 5

Product design 1 2 3 4 5

(ingredients & dimensions labeled; colored)

Wrapper illustration 1 2 3 4 5

(neat; colorful; visually appealing; labeled)

Candy Creation Description 1 2 3 4 5

(visual imagery; descriptive adjectives; appeals to the 5 senses)

Magazine Ad (Full Color / Full Page Illustration) 1 2 3 4 5

 (neat; colorful; eye-catching; persuasive; slogan; full page)

Radio Ad (Read aloud or recorded) 1 2 3 4 5

 (persuasive; slogan or jingle; well edited)

**Presentation:**

Stood straight, faced audience, made eye contact 1 2 3 4 5

Spoke clearly and with proper volume 1 2 3 4 5

Prepared & practiced & correct grammar 1 2 3 4 5

**Grasp of Standards:** 1 2 3 4 5

(Can identify persuasive strategies used & give support for choice)

**Persuasive Strategy (Magazine Ad): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Persuasive Strategy (Radio Ad): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Overall Effort:** 1 2 3 4 5

 Total \_\_\_\_\_\_\_\_\_/55 \_\_\_\_\_\_\_\_\_% \_\_\_\_\_\_\_\_\_

Comments: