

# Gadget Advertisement Rubric

Use this rubric to help you make the best advertisement possible.

4	3	2	1
<b>Gadget</b>			
Our gadget is useful, usable, dependable, durable, efficient, and aesthetically pleasing.	Our gadget is mostly useful, usable, dependable, durable, efficient, and aesthetically pleasing.	Our gadget meets some of the criteria.	Our gadget meets very few of the criteria.
<b>Persuasion</b>			
We effectively include data from our design process to convince our audience of the greatness of our gadget.	We include appropriate and somewhat convincing data in our advertisement in an attempt to persuade our audience.	We include some data in our advertisement, but it is only partially convincing.	We do not include any data in our advertisement.
<b>Organization</b>			
The organization of our advertisement makes sense. We emphasize the most important points and put everything in an order or arrangement that enhances its effectiveness.	Our advertisement is well-organized. We emphasize the most important points.	Our advertisement could be organized better. Some of the important points about our gadget are hard to see.	The organization of our advertisement is confusing.
<b>Format Features</b>			
We used the features (such as graphics, animation, and links) of the format we chose (wiki, presentation, or video) effectively to make our audience want our gadget.	We used some features of the format we chose in our advertisement.	We used some features of the format, but they did not work correctly or distracted our audience from thinking about our gadget.	We used just the most basic features of our format, and they were not used effectively.

4	3	2	1
<b>Attention to Detail</b>			
The text in our advertisement has been proofread, has no mistakes, and all features, such as animation, graphics, and links, look good and work correctly.	We have no important mistakes in our advertisement. Our advertisement looks nice and features work correctly.	We have some mistakes in our advertisement, and sometimes, some features do not work correctly. Our advertisement looks kind of messy.	Our advertisement is messy, full of mistakes, and features do not work like they're supposed to.
<b>Creativity</b>			
Our advertisement has unusual features that surprise our audience and show the greatness of our gadget.	Our advertisement has surprising and unusual features.	We try to include surprising or unusual features, but they do not really make an impression.	Our advertisement is predictable and ordinary, with no surprises.