

Campaign Poster Rubric

Name: _____

Due Date: _____

	4 Best Effort	3 Great Effort	2 Good Effort	1 Little Effort
Content	The campaign poster includes at least 3 propaganda techniques: bandwagon, testimonial, repetition, emotional words. The techniques used are effective. 40	The campaign poster includes at least 2 propaganda techniques: bandwagon, testimonial, repetition, emotional words. The techniques used are somewhat effective. 30	The campaign poster includes at least 1 propaganda technique: bandwagon, testimonial, repetition, emotional words. The technique used is ineffective. 20	The campaign poster does not include any propaganda techniques and is unclear. 10
Organization	Compelling slogan, poster has adequate information with a balance between pictures and text. Information is easy to read and flows. 15	Slogan present. Poster has appropriate amount information with a balance between pictures and text. Information is easy to read and flows. 11	No slogan. Poster has information but it is not easy to read. Has too much text or too many pictures. Unbalanced. 7	No slogan. Poster is disorganized and difficult to read. 3
Word Choice	The word choice is unique and clever. 10	The word choice is appropriate. 8	The word choice does not enhance the propaganda techniques used. Word usage is bland. 6	Word choices are incorrectly used and/or do not make sense. 4
Punctuation and Grammar	Poster has been edited carefully and has no errors. 15	Poster has been edited with fewer than 3 errors. 11	Poster has been edited with fewer than 5 errors. 7	Poster has not been edited and has multiple errors. 3
Creativity	The ideas are fully developed, focused and original. 10	The ideas are developed, somewhat focused and are good but not original. 8	The ideas are not fully developed, focused or original. 6	The ideas are not developed, lack focus and are not original. 4
Appearance	Appearance shows time and effort. Poster is neat, colorful and attention-grabbing. Overall polished look. 10	Appearance is neat and colorful. Some handwritten text takes away from overall polished look. 8	Appearance is not neat and lacks color. The lack of effort is noticeable. 6	Appearance is unfinished and reflects that little time and effort were put forth. 4
	_____ pts	_____ pts	_____ pts	_____ pts