**Rubric: Food Advertising**

**Expectations**

As with all written assignments for this course, in addition to the criteria listed below, your work will also be assessed according to the standards found in the Grade 12 Writing Standards:

* Spelling, grammar, and organization will count.
* You must write in full sentences.

**Criteria**

|  |  |  |
| --- | --- | --- |
|  | **Meets Expectations** | **Exceeds Expectations** |
| **Writing and Organization** | Student’s assignment adequately addresses most parts of the assignment question, and is reasonably clear and organized. It includes citations for sources. | Student’s assignment thoroughly addresses all parts of the assignment question, and it is very well written, clear and organized. It includes citations for sources. |
| 3-4 | 5 |
| **Advertisement** |  | The advertisement chosen meets criteria, and link is provided. |
|  | 1 |
| **Evaluation of Advertisement** | Evaluation of the advertisement accurately identifies target audience. Some of the highlighted features are accurately identified, and discussion of the level of responsibility and accuracy are adequate. Explanations supporting these answers are provided. | Evaluation of the advertisement accurately identifies target audience. Most of the highlighted features are accurately identified, and discussion of the level of responsibility and accuracy are in depth. Explanations supporting these answers are well thought out and complete. |
| 6-8 | 9-10 |