



Evaluation

Name _____ Hour _____

Meaningful use of persuasive appeal	5	4	3	2	1	0
Meaningful use of persuasive claim	5	4	3	2	1	0
Print: Design exhibits quality craftsmanship and a professional appearance	10	8	6	4	2	0
Live or taped: Delivery was smooth, expressive, and loud enough						
Point of view, prop, posture, and person speaking reinforce the overall message of the ad	5	4	3	2	1	0
Write up explains purpose of ad and how the claim, appeals, and design all contribute to the overall message	10	8	6	4	2	0

Final Grade _____/35

Comments: