

Unit By Design		Unit:PSA Campaign Rubric for PRINT AD	Project Title:	
		3	2	1
1	<b>Size</b>	Print ad is 8.5" W x 11" H (with or without bleed)	The Print ad is not correct size, with an explanation why it is not the proper size	The Print ad is not correct size. NO explanation is given
2	<b>Original Tag Line</b>	Original tag line from the campaign is included in the ad and clearly displayed	Original (campaign) tag line is included in the ad, but it is not clearly displayed	Tag line is included but is not the original tag line from the campaign
3	<b>Headline</b>	A headline is included in the ad. It is clear and eye catching, and consistent with campaign		A headline is included in the ad. But it is not clearly presented or inconsistent with the campaign
4	<b>Body Copy</b>	Body copy is stated clearly and enhances the message of the ad. It matches the flow/message of the ad. It provides details about the message (is consistent with campaign)	Body copy is included. It somewhat enhances the message of the ad (campaign), but is lacking details.	Body copy lacking details and does not match the flow/message of the ad. Is not consistent with the campaign.
5	<b>Logo from Non Profit</b>	A Logo from a REAL non-profit organization is included in the ad. It is clearly presented and it is consistent with the other group members.	A Logo from a REAL non-profit organization is included in the ad. It is clearly presented BUT, it is NOT consistent with the other group members.	A logo is included, but it is not from a REAL non profit organization.
6	<b>Call TO Action</b>	A Call to Action from a REAL non-profit organization is included in the ad. It is clearly presented and it is consistent with the other group members.	A Call to Action from a REAL non-profit organization is included in the ad. It is clearly presented BUT, it is NOT consistent with the other group members.	A Call to Action is included, but is not from a REAL non profit organization.
7	<b>Prepared for Presentation</b>	Ad is printed in good quality and neatly mounted for presentation. There is a second copy of the ad on the back, for presentation purposes. OR .psd file is properly saved AND compressed file is properly saved.	Ad is printed in good quality and mounted for presentation. It is lacking NEATNESS and/or no second copy is included on the back.	Ad is not printed in good quality. It is messy, creased, and/or no second copy is included on the back.
8	<b>Images</b>	At least 2 images are included in the ad. Both images are clear, enhances the message of the ad and is consistent with the flow/message of the ad. It provides details about the message.	2 Images are included. Images somewhat enhance the message.	Only 1 image is included in the ad. The image somewhat enhances the message.
9	<b>Statistic/Fact</b>	At least 1 fact or statistic is clearly displayed on the ad. Information is effective, accurate and consistent with the campaign.	At least 1 fact or statistic is displayed in the ad. It is somewhat clear, accurate, effective, and consistent with the campaign.	At least 1 fact or statistic is displayed in the ad. The information is unclear, not effective, inconsistent with the campaign and/or appears to be inaccurate.
10	<b>Bibliography</b>	All information and images and statistics are properly cited in an attached, typed bibliography.	All information is cited, but is improperly cited, and/or hand-written.	Some of the information is cited in a bibliography, but is improperly cited, and/or hand-written.
<b>Student:</b>		<b>TOTAL: out of 30</b>		

**Other requirements**

<b>Presentation (x3) (SEE ATTACHED)</b>	Student Presentation was clear, and complete. (explained all aspects of the design and content of the print ad (listed above) and how the ad	Student Presentation was somewhat clear, and complete. It was lacking some details on design/content/connection with	Student Presentation was unclear or incomplete. It was lacking many details on design/content/connection with
<b>Consistent with Campaign (x3)</b>	Ad is highly effective and complete. It is consistent with the feel and message of the overall campaign and enhances the effectiveness of the campaign	The ad is generally effective and somewhat consistent with the message of the campaign.	Ad is ineffective as part of the campaign. It works only as a stand-alone ad and does not enhance the campaign or is not