

Career Development Advertising Project

Create an advertisement for either your economic Fair Booth or the business you wrote about in your journal. Your advertisement must use one of the strategies we discussed in class. There must be a slogan on your advertisement that refers to your product/service. The picture you use must be attractive to the eye and attention grabbing. **Remember, an advertisement communicates a message or tells a story.** The advertisement should be appropriate for school. It must be in good copy form which means it is your best work and there can be no grammatical mistakes.

Outcomes	1	2	3	4
Ideas	No message communicated or no story told. No slogan or picture. Product is unclear.	Identifies the product. Does not use a dominant picture or a slogan.	Identifies the product. Uses a dominant picture or a slogan.	Uses a slogan and pictures. Identifies the product.
Organization	Ad is unclear or ineffectively laid out.	Story or message is unclear. Ad is effectively laid out.	Story or message is slightly unclear. Ad is effectively laid out.	Ad gives a very clear message or tells a story that relates to the product. Ad is effectively laid out.
Voice	Ad is not complete.	Ad does not attempt to be persuasive. Copies most of a known advertisement.	Uses a single persuasive element to grab the audience's attention. Copies parts of a known advertisement.	Persuasive elements grab the audience's attention. Completely original.
Conventions	Still a rough copy.	Many grammatical or spelling mistakes.	Few grammatical or spelling mistakes.	No grammatical or spelling mistakes.