







4.1 Spot the Lie Assessment

Value	Ad Analysis	Reflection
 Excellent	<input type="checkbox"/> You demonstrate a <i>perceptive understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>skillfully</i> your impressive and <i>thoughtful observations</i> of a commercial.	<input type="checkbox"/> Your stylistic choices result in a <i>distinct</i> voice. <input type="checkbox"/> Your ideas are <i>insightful</i> and your support is precise and convincing. <input type="checkbox"/> Your presentation is developed skillfully .
 Proficient	<input type="checkbox"/> You demonstrate a <i>thoughtful understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>clearly</i> your <i>detailed observations</i> of a commercial.	<input type="checkbox"/> Your stylistic choices result in a <i>consistent</i> voice. <input type="checkbox"/> Your ideas are <i>knowledgeable</i> and your support is <i>carefully</i> chosen and accurate. <input type="checkbox"/> Your presentation is developed consistently .
 Satisfactory	<input type="checkbox"/> You demonstrate a <i>basic understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>adequately</i> your observations of a commercial.	<input type="checkbox"/> Your stylistic choices result in a <i>clear</i> voice. <input type="checkbox"/> Your ideas are <i>reasonable</i> and your support is adequate. <input type="checkbox"/> Your presentation is developed simply .
 Limited	<input type="checkbox"/> You demonstrate a <i>confused or incomplete</i> understanding of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>vaguely or inadequately</i> your observations of a commercial.	<input type="checkbox"/> Your stylistic choices result in an <i>indistinct or inconsistent</i> voice. <input type="checkbox"/> Your ideas are <i>underdeveloped</i> and your support <i>unclear or imprecise</i> . <input type="checkbox"/> Your presentation lacks <i>unified development</i> .
 Resubmission Needed	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement and resubmission of your work.	
TOTAL: /35 = %	/15	/20
 Assessment	Areas of strength:	
	Might I suggest . . .	