







4.2 Advertisement Assessment

Value	Profile, Plan, and Storyboard
 Excellent	<input type="checkbox"/> You provide <i>significant</i> information about the <i>specific purpose</i> of your original product . <input type="checkbox"/> You demonstrate an <i>insightful understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>impressive creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>thorough</i> consideration of pre-production elements in your storyboard .
 Proficient	<input type="checkbox"/> You provide <i>detailed</i> information about the stated purpose of your original product . <input type="checkbox"/> You demonstrate a <i>thoughtful understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>notable creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>substantial</i> consideration of pre-production elements in your storyboard .
 Satisfactory	<input type="checkbox"/> You provide <i>basic</i> information about the stated purpose of your original product . <input type="checkbox"/> You demonstrate an <i>adequate understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>acceptable creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>straightforward</i> consideration of pre-production elements in your storyboard .
 Limited	<input type="checkbox"/> You provide <i>undeveloped</i> information about the <i>stated purpose</i> of your original product . <input type="checkbox"/> You demonstrate a <i>confused or incomplete understanding</i> of the use of advertising elements to manipulate a targeted audience . <input type="checkbox"/> You demonstrate <i>little creativity</i> in producing your ad. <input type="checkbox"/> You illustrate <i>incomplete</i> consideration of pre-production elements in your storyboard .
 Resubmission Needed	<p>Your attempt to respond is <i>insufficient</i>. Contact your teacher to discuss suggestions for improvement and resubmission of your work.</p>
TOTAL: /30 = %	
 Assessment	<p>Areas of strength:</p> <p>Might I suggest . . .</p>