Compound Advertisement

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
|  | 4 | 3 | 2 | 1 | Total |
| Overall look of Advertisement  X1 | Advertisement is neat, organized, has 3-4 visuals, and color | Advertisement is somewhat neat, a little disorganized, has 2 visuals, and color | Advertisement is mostly sloppy, disorganized, has 1 visual, and color | Advertisement is sloppy, thrown together, lacks visuals and color |  |
| Product description/info  X2 | Clear description of product and its function. Gives details about the product | Clear description of product but lacks info about its function. Gives some details | Unclear description of product and its function. Gives almost no details | Unclear description of product /no information on its function. Gives no details |  |
| Product Benefits  X1 | 3 Benefits are clearly stated and explained in ad | 2 Benefits are clearly stated and somewhat explained in ad | 1 Benefit is stated with little to no explanation in ad | Benefits are not stated or explained in ad |  |
| Consumer info  X1 | Company logo, jingle/slogan, and price are clearly shown | Missing one: Company logo, jingle/slogan, and price are clearly shown | Missing two:  Company logo, jingle/slogan, and price are clearly shown | Missing company logo, jingle/slogan, and price of product |  |
| Science Content  Elements  X3 | Properties of the elements that make up the compound are explained or stated accurately | Properties of the elements that make up the compound are explained or stated accurately | Properties of the elements that make up the compound are explained or stated inaccurately | Properties of the elements that make up the compound are missing |  |
| Science Content  Compound  X3 | Properties of the compound are explained or stated in project are accurate | Properties of the compound are explained or stated in project are accurate | Properties of the compound are explained or stated in project are inaccurate | Properties of the compound are missing |  |
| Persuasive  X1 | I want to buy it | I am unsure, but close to buying | You did not convince me, yet | I do not want your product |  |
|  |  |  |  |  | Total Score  /50 |