



# iPropaganda ad Rubric

PROJECT: iPropaganda

Name: \_\_\_\_\_

EVALUATOR (Optional): \_\_\_\_\_ DATE: \_\_\_\_\_

CRITERIA	UNSATISFACTORY (Incomplete)	NEARING PROFICIENCY (Needs Improvement)	PROFICIENT (Meets Expectations)	ADVANCED (Exceeds Expectations)
<b>Gov Content</b>	<ul style="list-style-type: none"> <li>Does not identify PAC or Interest Group.</li> <li>Does not connect issue in ad to issue advocated by PAC or Interest Group.</li> <li>Does not give statistical information or data to support cause.</li> <li>Is NOT informative.</li> </ul> <p>0 ----- 8 ----- 16</p>	<ul style="list-style-type: none"> <li>Attempts to identify PAC or Interest Group.</li> <li>Attempts to connect issue in ad to issue advocated by PAC or Interest Group.</li> <li>Attempts to give statistical information or data to support cause.</li> <li>Attempts to be informative.</li> </ul> <p>17 ----- 18 ----- 19</p>	<ul style="list-style-type: none"> <li>Identifies PAC and Interest Group.</li> <li>Connects issues in ads to issues advocated by PAC and interest group.</li> <li>Gives statistical information and data to support cause.</li> <li>Is informative.</li> </ul> <p>20 ----- 21 ----- 22</p>	<p>In addition to meeting the PROFICIENT criteria ...</p> <ul style="list-style-type: none"> <li>Clear connection to political affiliation present.</li> <li>Statistics and/or data are persuasive.</li> <li>Ad gives viewer action plan.</li> </ul> <p>23 ----- 24 ----- 25</p>
<b>Critical Thinking</b>	<ul style="list-style-type: none"> <li>Information is largely irrelevant and unreliable.</li> <li>Information lacks organization or organization is unclear.</li> </ul> <p>0 ----- 8 ----- 16</p>	<ul style="list-style-type: none"> <li>Information is partially reliable and relevant.</li> <li>Information is partially organized and at least one organizational technique is used.</li> </ul> <p>17 ----- 18 ----- 19</p>	<ul style="list-style-type: none"> <li>Information is reliable, relevant, and from multiple sources.</li> <li>Information is effectively and appropriately organized. Techniques such as categorizing, creating visual representations or comparing and contrasting are utilized.</li> </ul> <p>20 ----- 21 ----- 22</p>	<p>In addition to meeting the PROFICIENT criteria ...</p> <ul style="list-style-type: none"> <li>Sources include original information or information located and evaluated by the learner.</li> <li>Information is organized in a clear and meaningful way. Multiple techniques are used for analysis.</li> </ul> <p>23 ----- 24 ----- 25</p>
<b>Oral Communication</b>	<ul style="list-style-type: none"> <li>Word choice and language detracts from presentation.</li> <li>The presenter's voice is inaudible or unclear. Presenter mispronounces words and/or uses many verbal fillers.</li> </ul> <p>0 ----- 8 ----- 16</p>	<ul style="list-style-type: none"> <li>Word choice and language was SOMETIMES appropriate for the audience.</li> <li>The presenter's voice is AT TIMES unclear and may mispronounce words and/or use many verbal fillers.</li> </ul> <p>17 ----- 18 ----- 19</p>	<ul style="list-style-type: none"> <li>Word choice and language was appropriate for the audience.</li> <li>The presenter uses a good speaking voice and pronounces words clearly, correctly, and with few verbal fillers.</li> </ul> <p>20 ----- 21 ----- 22</p>	<p>In addition to meeting the PROFICIENT criteria...</p> <ul style="list-style-type: none"> <li>Word choice and language clearly explain advanced concepts in a way that the audience can understand.</li> <li>The presenter uses a strong, confident, and clear speaking voice and pronounces words clearly, correctly, and with almost no verbal fillers.</li> </ul> <p>23 ----- 24 ----- 25</p>
<b>Work Ethic</b>	<ul style="list-style-type: none"> <li>DOES NOT turn in assignments on time.</li> <li>Is NOT prepared to present on the due date.</li> </ul> <p>0 ----- 8 ----- 16</p>	<ul style="list-style-type: none"> <li>Turns in SOME work on time.</li> <li>Is prepared to present SOME of the work.</li> </ul> <p>17 ----- 18 ----- 19</p>	<ul style="list-style-type: none"> <li>Turns in ALL assignments on time but may have to be prompted.</li> <li>IS prepared to present on the due date.</li> </ul> <p>20 ----- 21 ----- 22</p>	<p>In addition to meeting the PROFICIENT criteria...</p> <ul style="list-style-type: none"> <li>Turns in all assignments on time without prompting.</li> <li>Has project available for review prior to presentation.</li> <li>Your work provides a new perspective.</li> </ul> <p>23 ----- 24 ----- 25</p>

COMMENTS: