

Evaluation Rubric – Production of a media text

Criteria	1	2	3	4
Identification of the characteristics of a target audience (effectiveness of text)	- communicated no sense of purpose, audience, or context	- communicated a limited sense of purpose, audience, and context	- communicated a sense of purpose, audience, and context	- communicated a strong sense of purpose, audience, and context
Quality of language	- errors in oral and/or written language impeded the understanding of the presentation	- made many errors in her/his use of oral and/or written language	- made some errors in her/his use of oral and/or written language	- made few errors in her/his use of oral and/or written language
Aesthetic value of presentation	- the ad was sloppy and completely lacking in originality	- the ad was produced with some sloppiness little creativity	- the ad was somewhat creative and had some degree of polish to it	- the ad was very original, appealing and polished