

Rubrics for Advertisement Project

Name: _____

Your project is to select one of the Ancient Chinese Inventions that is featured in your book. You will make a one page (just regular paper) advertisement to sell that product. Your ad must include :

- a picture
- a price (in Ancient Chinese amounts - remember their money?)
- 4 -6 sentences that include a detailed description of the product, what the product is made of - include anything that is imported, what the product does, who needs the product, and how it will be helpful.

Please look at the grading rubric below to see how you can get an A!

Written Ad:

1. The ad has a title, headline, or heading	1	2	3	4	5
2. Ad copy is well written and appropriate	1	2	3	4	5
3. Artwork, if present, is nicely executed	1	2	3	4	5
4. Information contained is well-organized	1	2	3	4	5
5. Spelling, punctuation, and grammar are accurate	1	2	3	4	5
6. The ad is neat and clean	1	2	3	4	5
7. Ad contains the necessary information	1	2	3	4	5