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| **Making an Poster Advertisement: THE HOBBIT**Teacher Name: **Dr. Ray** Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |

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| CATEGORY  | 4  | 3  | 2  | 1  |
| Knowledge Gained  | Student can accurately answer all questions related to facts in the poster and processes used to create the poster.  | Student can accurately answer most questions related to facts in the poster and processes used to create the poster.  | Student can accurately answer about 75% of questions related to facts in the poster and processes used to create the poster.  | Student appears to have insufficient knowledge about the facts or processes used in the poster.  |
| Content - Accuracy  | At least 7 accurate facts are displayed on the poster.  | 5-6 accurate facts are displayed on the poster.  | 3-4 accurate facts are displayed on the poster.  | Less than 3 accurate facts are displayed on the poster.  |
| Mechanics  | Capitalization and punctuation are correct throughout the poster.  | There is 1 error in capitalization or punctuation.  | There are 2 errors in capitalization or punctuation.  | There are more than 2 errors in capitalization or punctuation.  |
| Grammar  | There are no grammatical mistakes on the poster.  | There is 1 grammatical mistake on the poster.  | There are 2 grammatical mistakes on the poster.  | There are more than 2 grammatical mistakes on the poster.  |
| Required Elements  | The poster includes all required elements as well as additional information.  | All required elements are included on the poster.  | All but 1 of the required elements are included on the poster.  | Several required elements were missing.  |
| Graphics - Originality  | Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display.  | One or two of the graphics used on the poster reflect student creativity in their creation and/or display.  | The graphics are made by the student, but are based on the designs or ideas of others.  | No graphics made by the student are included.  |
| Graphics - Relevance  | All graphics are related to the topic and make it easier to understand.  | All graphics are related to the topic and most make it easier to understand.  | All graphics relate to the topic.  | Graphics do not relate to the topic OR several there are borrowed graphics.  |
| Title  | Title can be read from 6 ft. away and is quite creative.  | Title can be read from 6 ft. away and describes content well.  | Title can be read from 4 ft. away and describes the content well.  | The title is too small and/or does not describe the content of the poster well.  |
| Attractiveness  | The poster is exceptionally attractive in terms of design, layout, and neatness.  | The poster is attractive in terms of design, layout and neatness.  | The poster is acceptably attractive though it may be a bit messy.  | The poster is distractingly messy or very poorly designed. It is not attractive.  |