**Media Literacy Project Assessment**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **CATEGORY** | **3** | **2** | **1** | **0** | **Score/Comment** |
| **Deadline** | Project submitted by deadline | Project submitted late, but within reason (a day or two). | Project submitted late, not within reason (3 days-1 week). | Project submitted late, not within reason (1 week +). |  |
| **Media Formats**  (Visual, written, audio) | Chosen format is complete & reflects outstanding planning & organization. | Chosen format is relatively complete. It reflects some attempts at planning & organization. | Chosen format has some glaring omissions. It reflects attempts at planning & organization. | Chosen format is incomplete and reflects very little planning & organization. |  |
| **Persuasive Techniques & Goals:**  Bandwagon,  Name Calling or Innuendo, Glittering Generalities or Card Stacking, Testimonials  **PLUS a goal:**  Appeal to emotions & people. | At least one of the persuasive technique styles is incorporated **WITH** both of the goals. | One of the persuasive technique styles is incorporated **BUT** **only one** goal is included. | One of the persuasive technique styles is incorporated **BUT no** goal is included. | **NO** persuasive technique style **and** a goal is included. |  |
| **Presentation Layout** | Appeals to the intended audience and is easy to follow and/or understand 100% of the time. | Appeals to the intended audience and is easy to follow and/or understand 75% of the time. | Appeals to the intended audience and is easy to follow and/or understand 50% or - of the time. | Is not audience appropriate: too complex or too childish for the audience. |  |
| **Purpose & Sponsor**  Purpose and Sponsor or Author of the ad is evident. | Used text and info, images, sounds, etc… to correctly relate the purpose of the ad AND identify the sponsor or author. | Used either text OR info, images, sounds, etc…, but not both, to correctly relate to the purpose of the ad AND identify the sponsor or author. | Used text and/or images to correctly relate to the purpose of the ad, BUT does not identify the sponsor or author. | The purpose and sponsor or author of the ad is not clear. |  |
| **Peer Project Evaluations (2)**  \*Form turned in | Completed a **thorough** evaluation of two (2) separate peer media projects. | Filled out an evaluation of two (2) separate peer media projects, **but** did not answer thoroughly. | Completed only one (1) **thorough** evaluation of a peer media project. | Completed only one (1) evaluation of a peer media project although not thorough **OR** didn’t complete a peer evaluation at all. |  |
| **Total Score & Average** |  |  |  |  | **/18**  **\_\_\_\_\_\_\_ %** |