

Rocket Advertisement Rubric

Rocket Advertisement Rubric	Above Expectations	Meeting Expectations	Below Expectations	Incomplete
Concept Validity in Advertisement	Persuasive text makes 3 valid and convincing claims about your design and refutes 1 possible counterclaim.	Persuasive text makes 2 valid claims about the design and refutes 1 possible counterclaim.	Persuasive text makes 1 valid claim about your design and refutes 1 possible counterclaim.	Persuasive text provides a claim about your design, but no counterclaim.
Claims in Advertisement	Claims or selling points are complete and are supported with more than 2 pieces of valid reasoning and relevant evidence from a variety of sources.	Claims or selling points are supported with 2 pieces of valid reasoning and relevant textual evidence. The textual evidence from different sources..	Claims are only minimally supported with 1 piece of reasoning and evidence.	Claim contains mostly summary of data with no specific evidence.
Presentation of Advertisement	<ul style="list-style-type: none"> • Advertisement is neat, clear, legible, and has easy to follow links. • No spelling or grammatical errors. 	<ul style="list-style-type: none"> • Advertisement is neat, clear, legible, and has easy to follow links. • Has 1-2 spelling or grammatical errors. 	<ul style="list-style-type: none"> • Advertisement is messy and has somewhat difficult to follow links. • Has 3-4 spelling or grammatical errors. 	<ul style="list-style-type: none"> • Advertisement is sloppy and links are difficult or impossible to understand. • Has 4+ spelling or grammatical errors.