**Advertising Poster Rubric**

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| **Category** | **Above** | **At Standard** | **Approaching Standard** | **Below Standard** |
| **Creativity** | Exceptionally clever and unique with many original touches that enhance the poster. | Unique and well-thought out. Has original touches that enhance the poster. | Has a few original touches to enhance the poster. | Poster is a replica of something that already exists and/or is not creative. |
| **Includes requirements** | Poster includes all requirements plus extra facts and information. | Poster includes all requirements. | Poster includes most requirements. | Poster includes less than half requirements. |
| **Sensitivity** | Poster is sensitive and does not mock people or situations. | Poster is sensitive and/or does not mock people or situations. | Poster is somewhat sensitive and/or lightly mocks people or situations. | Poster is not sensitive and/or mocks people and situations. |

**Advertising Poster Requirements:**

* Poster must include:
  + Functionality of the toy
  + At least one picture of product
  + Logo
  + Color scheme that is culturally appropriate
  + Be sensitive to the end user