Name:

Period:

Date:

**Advertising Alliteration Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **4** | **3** | **2** | **0** |
| **Advertisement Design (Illustration)** | The design is neat, original and easily understood. | The design somewhat neat, original and easily understood | The design is somewhat appealing, lacks originality and is hard to understand | The design is not appealing or original. |
| **Color** | The advertisement is eye-catching and very colorful. | The advertisement is somewhat eye-catching and colorful. | The advertisement has minimal color. | The advertisement is in black and white. |
| **Name Alliteration** | The product name contains 3 or more alliterative sounds. | The product name contains 2 alliterative sounds. | The product name contains 2 sounds, but it is hard to identify the product. | The product name contains no alliteration. |
| **Caption Alliteration** | The caption contains 3 or more alliterative sounds and relates to the product name in a clever way. | The caption contains 2 alliterative sounds and relates to the product name in a clever way. | The caption contains 2 alliterative sounds but does not relate to the name. | The caption does not contain any alliteration. |
| **Conventions** | The advertisement contains no spelling or grammatical errors. | The advertisement contains 1 – 2 spelling or grammatical errors. | The advertisement contains 3 – 4 spelling or grammatical errors. | The advertisements contains 5 or more spelling or grammatical errors. |