Name:

Period:

Date:

**Advertising Alliteration Assignment Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **5** | **4** | **3** | **2** |
| **T-Shirt 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 t-shirt is eye-catching and very colorful. | The t-shirt is somewhat eye-catching and colorful. | The t-shirt has minimal color. | The t-shirt is in black and white. |
| **Slogan or**  **Tongue-Twister** | Contains 3 or more alliterative sounds relates to the overall assignment in a clever way | Contains 2 alliterative sounds and relates to the overall assignment in a clever way | Contains 2 alliterative sounds but does not relate to the overall assignment | Does not contain any alliteration |
| **Conventions** | The t-shirt design contains no spelling or grammatical errors. | The t-shirt design contains 1 – 2 spelling or grammatical errors. | The t-shirt design contains 3 – 4 spelling or grammatical errors. | The t-shirt design contains 5 or more spelling or grammatical errors. |