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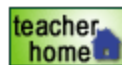
Solar System Travel Agency Advertisement

Teacher Name: **Mrs. Barragree**

Student Name: _____

CATEGORY	A	B	C	D
Used Advertising Technique	Advertisement clearly used two of the listed techniques. Both these techniques were appropriate for the type of advertisement and effectively presented.	Advertisement attempted to use two of the listed techniques. One of these techniques was appropriate for the type of advertisement and effectively presented.	Advertisement clearly used one of the listed techniques. This technique was appropriate for the type of advertisement and effectively presented.	Advertisement attempted to use one of the listed techniques. The technique was not clear, or was not effectively presented.
Agency & Planet Name	Creative name for travel agency was clearly presented. Planet was named.	Name for travel agency was clearly presented, but did not show much creativity. Planet was named.	Name for travel agency was included, but did not show much creativity and was not clearly presented. Planet was named.	Advertisement was missing either the name of the travel agency or of the planet.
Reasons for Visiting	3 reasons for visiting this planet were clearly presented, all with supporting details.	3 reasons for visiting this planet were presented, some with supporting details.	3 reasons for visiting this planet were presented.	Only one or two reasons for visiting this planet were presented.
Location of Planet	The planets position in the solar system and distance from the Sun were clearly communicated, with supporting details.	The planets position in the solar system and distance from the Sun were clearly communicated.	The planets position in the solar system and distance from the Sun were included, but were missing labels or in other ways were unclear.	Either the planets position in the solar system or distance from the Sun were missing from the presentation.
Travel Information	The speed of travel and length of time to arrive at the planet were clearly communicated and mathematically	The speed of travel and length of time to arrive at the planet were included and mathematically accurate.	The speed of travel and length of time to arrive at the planet were given, but were not mathematically accurate.	Either the speed of travel or length of time to arrive at the planet were missing.

	accurate.			
Contact Information	Three or more ways to contact the travel agency were given.	Two ways to contact the travel agency were given.	One way to contact the travel agency was given.	Contacting the agency was mentioned, but how to do it was not clearly stated.
Creativity	Advertisement is highly creative and entertaining.	Advertisement is interesting.	Advertisement is somewhat interesting.	Advertisement is uninteresting.
Clarity of Communication	Grammar, spelling, punctuation, and capitalization are perfect. Oral communication uses excellent volume and inflection.	Grammar, spelling, punctuation, and capitalization are generally correct. Oral communication is clear and easy to understand.	Grammar, spelling, punctuation, and capitalization have some errors, but they do not distract from the message. Oral communication is understandable.	Grammar, spelling, punctuation, and capitalization have errors that distract from the message. Oral communication is difficult to understand.
Visual & Vocal Components	Images are clear, colorful, and strongly support the advertisement. Oral presentations include a variety of supportive sound effects and character voices.	Images are clear and support the advertisement. Oral presentations include at least one sound effect and at least two character voices.	Images are included to support the advertisement. Oral presentations include at least one sound effect or two character voices.	Images are included, but do not support the advertisement. Oral presentations have only one voice and no sound effects.



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