**Advertising and Sales Promotion**

**Unit 2, Lesson 8, Advertising Career Project**

**Independent Practice (LSI Quadrant III) Rubric**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| CATEGORY | **20** | **15** | **10** | **5 or less** |
| **Organization** | Information is very organized with well-constructed paragraphs and subheadings. | Information is organized with well-constructed paragraphs. | Information is organized but paragraphs are not well-constructed. | The information appears to be disorganized. |
| **Quality of Information** | Information clearly relates to the main topic. It includes several supporting details and/or examples. | Information clearly relates to the main topic. It provides one to two supporting details and/or examples. | Information clearly relates to the main topic. No details and/or examples are given. | Information has little or nothing to do with the main topic. |
| **Amount of Information** | All topics are addressed and all questions answered with at least two sentences about each. | All topics are addressed and most questions answered with at least two sentences about each. | All topics are addressed, and most questions answered with one sentence about each. | One or more topics were not addressed. |
| **Sources** | All sources (information and graphics) are accurately documented in the desired format. | All sources (information and graphics) are accurately documented, but a few are not in the desired format. | All sources (information and graphics) are accurately documented, but many are not in the desired format. | Some sources are not accurately documented. |
| **Diagrams and Illustrations** | Diagrams and illustrations are neat, accurate and add to the reader's understanding of the topic. | Diagrams and illustrations are accurate and add to the reader's understanding of the topic. | Diagrams and illustrations are neat and accurate and sometimes add to the reader's understanding of the topic. | Diagrams and illustrations are not accurate OR do not add to the reader's understanding of the topic.  |