

Credit Advertisement Rubric

	10	7	4	1
Credit Knowledge	Project demonstrates a very thorough knowledge of credit information	Project demonstrate a good knowledge of credit information	Project demonstrates a limited knowledge of credit information	Project does not demonstrate a knowledge of credit information
Accuracy Useful message	Message is helpful to others and there are no mistakes	Message is helpful to others, but there are a few mistakes	Either the message is not useful or there are several mistakes	The message is not useful and there are several mistakes
Graphics Slogan	Project utilizes original graphics and has a catchy slogan	Project utilizes “borrowed” graphics and has a catchy slogan	Project is missing either graphics or a slogan	Project has no graphics and no slogan
Professional Effort	The project is neat and there was a lot of effort put into the project	The project demonstrates a lot of effort, but is not completely professional	The project demonstrates some effort and is reasonably neat	There was very little effort put into the project
Overall appeal	Overall the project is of exceptional quality	Overall the project is of high quality	Overall the project is of mediocre quality	Overall the project is of very low quality

