

# FE1 –Print Advertisement and Writing Grading Checklist (10 points)

Students in Group: \_\_\_\_\_

Invention Name: \_\_\_\_\_

<b>Preparation Work - 3 points</b>	
Video Storyboard Create a storyboard with words and pictures for your Video Advertisement	1
Presentation Outline Create an outline to organize the content of your group presentation	1
Description of Invention Draw, Label and Describe the invention	1
<b>Print Advertisement - 6 points</b>	
Description Advertisement describes the invention and what it does	1 0.5 0
Details/Explanation Advertisement explains important details like how much the invention costs and where/how to buy it	1 0.5 0
Persuasiveness Advertisement persuades the reader that the invention is needed and something we want to buy	1 0.5 0
Visual Appeal Advertisement is visually appealing and interesting (attractive font, images, graphics, etc.)	1 0.5 0
Organization and Format Advertisement is easy to read, well organized and properly formatted	1 0.5 0
Content/Accuracy Minimal mistakes of grammar, spelling, capital letters and punctuation	1 0.5 0
<b>Individual Reflection - 1 point</b>	
Reflection Writing Each group member writes a short reflection about the experience and participation in this project	1
<b>Total</b>	<b>/10</b>