AT THE SHOPPING MALL – RUBRIC

Dimension	Text Type	Content	Language Conventions
Criteria / Grade Level	*Features of advertisement*	*Relevance* *Accuracy*	*Spelling*
On Target **5**	Immediately catches the eye and gets attention. Short, catchy sentences/phrases. Pictures support text.	All relevant information included. Information is accurate.	Correct spelling.
4			
On Your Way **3**	Catches the eye. Short sentences/phrases. Picture included, but not connected to text.	Most relevant information included. Information is accurate.	Two or three spelling mistakes.
2			
Starting Out **1**	No attention paid to elements of advertisement (eye-catching, catchy sentences/phrases, pictures to support text.)	Lacks important pieces of information (e.g. business hours). Information inaccurate.	More than three spelling mistakes.