

Campaign Advertisement Video/Poster Project Rubric

Primary Propaganda Technique: _____ **Group #:** _____

	Exemplary – 4	Proficient – 3	Partially Proficient – 2	Incomplete – 1	POINTS
Use of Available Class Time	Students used class time well and achieved what they needed to do without being reminded to stay on task.	Students used class time well overall, however, students had to be refocused at least once.	Students used class time appropriately but did not take full advantage of the time and or resources available to them. Students had to be refocused more than once.	Students were rarely on task and utilized class time poorly.	
Ad Content	Appropriately utilized the primary assigned propaganda technique while incorporating other secondary techniques to supplement it.	The primary propaganda technique is appropriately utilized but is not supplemented with any other secondary technique.	The primary propaganda technique is somewhat appropriately utilized and no other technique is utilized.	Fails to utilize or demonstrate the assigned propaganda technique.	
Creativity	Highly creative, well thought out, and original. Demonstrates effort, innovative interpretation, and creative production. Highly visually appealing.	Mostly creative production and clearly thought out. Most ideas presented demonstrate original and creative interpretation. Visually appealing.	Somewhat creative, planning is clear, some ideas demonstrate original thought, however most appears to be borrowed. Somewhat visually appealing.	Severely lacks creativity and shows little if any originality or effort. Lacks visual appeal.	
Written Portion	Well written and clear/accurate explanation of the primary and any secondary techniques used. No grammatical or spelling errors.	Well written, somewhat clear and accurate explanation of primary and any secondary techniques. Some grammatical or spelling errors.	Written explanation does not accurately explain the primary or secondary techniques utilized in the ad. Several grammatical or spelling errors.	Poorly explains the primary techniques utilized and does not address any secondary techniques utilized. Several grammatical or spelling errors.	
Group Effort/ Collaboration	Each member appeared to contribute equally in the production of the video or presentation of the poster.	It is apparent that at least one member was not involved in the production of the video or presentation of the poster.	Multiple members were apparently not involved in the production of the video or presentation of the poster.	One student monopolizes time in the video or in the presentation of the poster.	

Total Possible Points: 20

Total Earned: _____

Group Grade: _____

Campaign Advertisement Video/Poster Project (Due 10/30)

Propaganda is frequently utilized in American political campaign advertisements. While many voters fail to consciously identify these veiled techniques, they do in fact play an important role in subconsciously influencing undecided voters.

For this project, you and your group must create a campaign video advertisement OR a poster that utilizes an assigned propaganda technique. Assume the role of a hypothetical candidate or, if your advertisement necessitates it, create an imaginary opponent. Although your advertisement should emphasize the assigned primary technique, you should also incorporate at least one of the other techniques we have discussed.

Campaign videos should be at least 50 seconds in duration, but no longer than 2 minutes. Campaign posters must be at least 18" x 24".

Supplementing your advertisement will be a one-page, typed explanation in which you explain your primary technique and how it was used in your advertisement. Do you think that particular technique is useful in campaign advertisements? You should also address and explain any other secondary techniques you may have utilized in your ad.

Note: While you may choose to parody the absurdity of real campaign advertisements, avoid creating an extremely outlandish or offensive advertisement. If you believe there may be ANY doubts about the appropriateness of your ad, seek approval from me first to avoid any penalization on your final grade.

Primary Propaganda Technique: _____

Group #: _____

Group Members: _____

