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|  | **UNSATISFACTORY**  **( 1 pts )** | **COMPETENT**  **( 2 pts )** | **PROFICIENT**  **( 3 pts )** | **DISTINGUISHED**  **( 4 pts )** |
| **Creativity of Product Selection** | Student put forth **little to no** **effort** in selecting his/her product. Product selection did not take any thought. | Student showed **some** **effort** in selecting his/her product. Product selection was weak and could have been a little more creative. | Student showed **sufficient effort** in selecting his/her product. Product was creative and made sense. Product could actually be used in the real world. | Student showed **significant effort** into the selection of their product. Product was creative, practical, and thoughtful; student considered their audience. |
| **Slogan or “Catch Phrase”** | Student put forth **little to no** **effort** in creating a slogan or catch phrase for their product. Slogan or catch phrase did not take any thought. | Student showed **some** **effort** in creating a slogan or catch phrase. Slogan/catch phrase demonstrated some thought but showed no creativity | Student showed **sufficient effort** in creating a slogan/catch phrase. Slogan/catch phrase was creative and “catchy.”  . | Student showed **significant effort** into creating a slogan/catch phrase. Slogan/catch phrase was creative, practical, and thoughtful; student considered their audience. |
| **Use of Figurative Language** | Student used **little to no** figurative language in describing their product. Student did not attempt to demonstrate an understanding of figurative language and how it is used when writing. Student did not use any literary devices. | Student showed **some** **effort** in using figurative language in their slogan or catch phrase. Student attempted to use some figurative language in their writing. Student only used 1 literary device. | Student showed **sufficient understanding** of using figurative language in their writing. Student attempted to use some figurative language but still struggled to make key connections. Student used 1-2 literary devices. | Student showed **significant understanding** of using figurative language in their writing. Student demonstrated understanding by using key ideas and details to help describe their product. Student used at least 3 literary devices. |
| **Craftsmanship (Did you write a complete paragraph?)** | Work is messy and craftsmanship  detracts from overall presentation. | Work is somewhat messy and  craftsmanship detracts somewhat  from overall presentation. | Work is neat and craftsmanship  Is solid. | Work is impeccable and shows  extreme care and thoughtfulness in  its craftsmanship. |
| **Effort** | Work is not completed in a  satisfactory manner. Student shows  minimal effort. Student does not  use class time effectively. | Work complete but it lacks finishing  touches or can be improved with a  little effort. Student does just enough  to meet requirements. | Completed work in an above average  manner, yet more could have been  done. Student needs to go one  step further to achieve excellence. | Completed work with excellence  and exceeded teacher expectations.  Student exhibited exemplary  commitment to the project. |

Figurative Language Advertisement Rubric