

## ADBUSTERS: RUBRIC

**TGJ3M**

		2	4	6	8	10
<b>FINAL PRODUCT</b>  <b>Application -20</b>	<b>Adbuster completed</b>	Missing 5 or more elements of Adbuster.	Missing 3-4 elements of Adbuster.	Missing 1-2 elements of Adbuster.	All elements of Adbuster completed.	All elements of Adbuster completed with artistic flair.
	<b>Appropriate use of filters to manipulate the image to make it your own</b>	Includes no filter effects.	Includes 1 filter effect.	Includes 2 filter effects.	Includes 2 filter effects that aesthetically improve the overall ad.	Includes 3 or more filter effects that aesthetically improve the overall ad.
<b>REQUIRED INFORMATION</b> (Target audience and communication objective) <b>Communication -20</b>	<b>Communication</b>	The communication objective is not communicated through the key image and text.	The communication objective is poorly communicated through the key image and text.	The communication objective is partially communicated through the key image and text.	The communication objective is clearly communicated through the key image and text.	The key image and text enhance the communication objective.
	<b>Target Audience</b>	The image, text and format are unsuitable for the target audience.	The image or text or format are not appropriate for the target audience.	The image and/or text and/or format are appropriate for the target audience.	The image, text and format are appropriate for the target audience.	The image, text and format specifically address the target audience.
<b>IMAGE PROPERTIES</b>  <b>ADBUSTER QUESTIONS</b>  <b>T - 20</b>		Wrong size or image properties.	Some items saved properly. Wrong size/image properties.	Some items saved properly. Some size/image properties correct.	Image properties correct.	Image properties correct.
		Questions incomplete	1-2 Questions completed	2-3 Questions completed	3-4 Questions completed	5 Questions completed
<b>SAVING</b>  <b>K - 10</b>		No items saved properly.	Some items saved properly.	Some items saved properly.	Most items saved properly.	All items saved properly.