PRODUCT CREATION RUBRIC

PRODUCT: 4 create a new product

1. improve an existing product
2. copy what’s already out there
3. orally discuss product and/or paragraph about product

RATIONALE/MEDIA MESSAGES USED

1. research/data to support statements
2. no research in statement but demonstrates why important

and products purpose

1. product has a media message but explanation was weak
2. orally presents and only defines one element (rationale or

media message)

VISUAL

1. has actual product and advertisement strategy

3 has made a poster of product with color and has an

advertisement strategy

1. notebook paper is visual with either no color or media

message

1 no visual but has an advertisement