

## Media Literacy

### Unit 2.3.7: Paid Advertisement

Name \_\_\_\_\_

Quality of Ideas	Points Possible	Self - Evaluation	Points earned
<b>Practice Guide:</b> print and complete	<b>10</b>		
Created an advertisement for a <b>unique &amp; original product/service</b> .	<b>5</b>		
Pitch appeals to a <b>specific target group</b> (I should be able to tell who your audience is.)	<b>5</b>		
Advertisement is <b>creative:</b> print or multimedia that is clean, neat, and crisp. (Used color if print; looks like a script, etc.)	<b>5</b>		
<b>Used persuasive strategies:</b> Appealed to audience's emotion, logic, or sense of character	<b>5</b>		
Total Points Possible	<b>30</b>		