

# COM 1005 - Final Project - Drink Poster/Advertisement

	5	4	3	2	0-1
Appearance	Looks professional and appealing. Layout quickly draws attention to the main point. Text is concise and comfortable to read. Text and figures contrast well against the background.	Looks reasonably professional and appealing. Text and figures easy to read and contrast well against background.	Generally appealing but somewhat uncomfortable to read: text is either too small or does not contrast well against the background. Layout distracts rather than focusing on main point.	Lacks professional look, text is crowded or difficult to read. Text or figures contrast poorly against the background.	Missing major components from 2,3,4,5.
Content	All information included in the advertisement is necessary. Includes photo, name, healthy aspects. Research is evident. No unnecessary information is included.	Includes much of 5, however it has unrealistic health facts. Research is not evident.	Advertisement includes much of 5, however it is either missing a required aspect or a large amount of unnecessary information is included.	Either unnecessary information is included, or there is a lack of information. Research is not evident. Content has been missed.	Missing major components from 2,3,4,5.
Overall (relevance, effectiveness & Creativity)	Is exceptionally effective in making this beverage appealing, and clearly and effectively communicates that this drink is healthy and would be sold in schools. The advertisement is creative in its design and effectively utilizes various principles and elements of design.	Effective in making this beverage appealing, and communicates that this drink is healthy. Design presents an interesting approach and is engaging.	Content regarding healthiness and other information advertising the product is evident, but the poster struggles to convey the work as particularly original or interesting.	Relevance to healthiness is unclear. The work seems particularly unimaginative in its approach and does not engage the interest of prospective buyers.	Missing major components from 2,3,4,5.
Drink Poster	/15				
Drink Label	/5				
Drink Photo	/5				
Presentation	/5				
<b>Total</b>	<b>/30</b>				