

Acid and Base Advertisement Project Rubric

Criteria	Excellent	Good	Fair	Poor
<i>Slogan</i>	15 points A specific, memorable, creative slogan has been chosen for the substance.	12 points A specific slogan has been chosen for the substance; not very creative or memorable.	8 points A memorable, creative slogan has been chosen for the substance; not specific to the substance.	0 points Slogan is not present.
<i>Description</i> Substance is described, including both physical and chemical properties.	15 points Substance is described with multiple details, including both physical and chemical properties; uses scientific vocabulary.	12 points Substance is described with 3–4 details, including both physical and chemical properties; uses scientific vocabulary.	8 points Substance is described with 1–2 details; does not include properties.	0 points Substance is not described.
<i>Location Found or Created</i> If substance is found naturally, maps and information on its locations are included. If it is produced, descriptions and directions on its production are included.	15 points Specific maps and information on its locations are included, or if it is produced, specific descriptions and directions on its production are included.	12 points Does not include all of the details and information of where the substance was found or where and how it was created.	8 points Missing significant information about where the substance was found or where and how it was created.	0 points Information not present.
<i>Useful or Harmful</i> Explains whether the substance is useful or harmful. If it is harmful, warnings are included.	10 points Explains whether the substance is useful or harmful. Specific and complete warnings are included.	7 points Explains whether the substance is useful or harmful. If it is harmful, brief warnings are included.	/	0 points Explanation of use or harm is not present.
<i>Uses</i> Researches and shares multiple uses that impact our daily lives. Uses graphics and text to display impact.	20 points Researches and shares more than four uses that impact our daily lives. Includes at least one graphic to display impact.	15 points Researches and shares two to three uses that impact our daily lives.	10 points Shares at least three uses for the substance, but they are not related to everyday life.	0 points Uses are not included.
<i>Pictures or Graphics</i>	15 points At least three pictures and graphics have been chosen and included for their significance to the substance.	10 points One to two pictures and graphics have been chosen and included for their significance to the substance.	5 points Pictures and graphics have been chosen, but they are not significant to the substance.	0 points Pictures and graphics are not present.
<i>Creativity of Slideshow</i>	10 points Slideshow is distinctive to substance, including colors and animation.	7 points Slideshow is distinctive to substance, including colors or animation.	/	0 points Slideshow is not distinctive to substance.

Total Grade: _____
(Out of 100)