



Teacher Tool – Evaluation Criteria – **Health Ad/Insert for Newsletter/Publication**

Evaluation Criteria for Making a Health Ad/Insert

(Check with your teacher to see if all of these criteria will be used or if they will be adapted for your project)

CATEGORY	5 Points	4 Points	3 Points	2 Points
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distract others.
Graphics -Clarity	Graphics are sized well and the content is easily viewed.	Most graphics are sized well and the content easily viewed.	Some graphics are sized well and some content is easily viewed.	Graphics and content are not clear or are too small.
Graphics - Originality	Several of the graphics used on the ad/insert reflect an exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the ad/insert reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
Graphics - Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Labels	All items of importance in the ad/insert are clearly labeled.	Almost all items of importance on the ad/insert are clearly labeled.	Several items of importance in the ad/insert are clearly labeled.	Labels are too small to view OR no important items were labeled.
Required Elements	The ad/insert includes information on at least 10 relevant items/points.	The poster includes information on at least 7 relevant items/points.	The ad/insert includes information on at least 5 relevant items/points.	The ad/insert includes information on 3 or less relevant items/points
Knowledge Gained	Student can accurately answer all questions.	Student can accurately answer most questions.	Student can accurately answer questions on half of the relevant content.	Student cannot accurately answer questions.
Content - Accuracy	All items/points are factually accurate.	Most items/points are factually accurate.	At least half of the items are factually accurate.	Most items are not factually accurate.
Attractiveness	The ad/insert is exceptionally attractive in terms of design, layout, and neatness.	The ad/insert is attractive in terms of design, layout and neatness.	The ad/insert is acceptably attractive though it may be a bit messy.	The ad/insert is distractingly messy or very poorly designed. It is not attractive.
Grammar, Spelling	Capitalization and punctuation are correct throughout the ad/insert.	There is 1 error in capitalization or punctuation.	There are 2 errors in capitalization or punctuation.	There are more than 2 errors in capitalization or punctuation.