**Propaganda for Change Project Rubric**

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|  |  | **1** | **2** | **3** |
| **Criteria** | **Description** | **Does Not Meet** | **Meets** | **Exceeds** |
| **Content** | **Is there a clear position with strong details?**   1. One clear position is focused and seen throughout visual. 2. All aspects of visual strongly support the position/message. 3. Enough evidence is provided to support the position. 4. Loaded language is used effectively. | **Meets at least 2 criteria** | **Meets at least 3 criteria** | **Meets at least 4 criteria** |
| **Audience** | **Is the visual aimed at a specific audience for a specific purpose?**   1. Audience’s views and concerns are addressed through choices. 2. Appropriate attention-getting techniques are used. 3. The visual’s position is easily understood by audience. 4. There is one specific purpose. | **Meets at least two criteria** | **Meets at least 3 criteria** | **Meets at least 4 criteria** |
| **Propaganda Technique Used** | **Is a propaganda technique used effectively?**   1. At least one propaganda technique is used. 2. The propaganda is used effectively to support position. | **Meets only one criteria** | **Meets both criteria** | **Includes more than one technique.** |
| **Visual Layout/Attractiveness** | **Is the visual clear and attractive to achieve its purpose?**   1. Strong use of font is used. 2. Strong graphics enhance message. 3. Strong use of color (or absence of color) supports message. 4. Layout is clear with positioning that adds to the message. 5. Layout makes message and graphics easily seen. | **Meets at least 3 criteria** | **Meets at least 4 criteria** | **Meets at least 5 criteria** |
| **Documentation of Sources and Written Paragraph** | **Are sources documented and the project explanation written?**   1. All graphics and facts are documented. 2. Correct MLA format is used. 3. Written explanation of visual aspects is turned in and clear. | **Meets at least one criteria** | **Meets at least 2 criteria** | **Meets at least 3 criteria** |
| **Conventions/Usage** | **Does the document use standard English conventions and usage?**   1. All words are spelled correctly. 2. Grammar/usage is correct (subject/verb agreement, verb tense, etc.) 3. There are no errors in punctuation and capitalization. | **Meets at least one criteria** | **Meets at least 2 criteria** | **Meets at least 3 criteria** |