Hi-Lights I

*Advertisement Assessment*

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|  | A | B | C | D |
| Design  50 | - Outstanding balance; space used very effectively  - Very prominent focal point(s)  - Very fitting for the business and target demographic | - Good balance; space used effectively  - Prominent focal point(s)  - Fitting for the business and target demographic | - Acceptable balance; space generally used effectively  - Focal point(s) may not be obvious at quick glance  - Works with but does not necessarily enhance the business | - Poor balance; space generally not used effectively  - Unclear focal point(s)  - Not a good fit for the business or target demographic |
| Quality  50 | - Outstanding craftsmanship  - Very visually appealing  - Clearly shows the artist took pride in the work | - Good craftsmanship  - Visually appealing  - Shows the artist took pride in the work | - Acceptable craftsmanship  - Generally appealing but not standout work  - Pride in work not necessarily evident; more effort would improve qaulity | - Poor craftsmanship  - Not visually appealing  - Shows little to no pride in work; needs more effort to improve quality |

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| Deadline | -40% if late; becomes a zero if two weeks or more late but still will be assessed |