Hi-Lights I

*Advertisement Assessment*

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|  | A | B | C | D |
| Design50 | - 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 |
| Quality50 | - 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 |