

**Chapter****4****Focus on  
Design Makeovers****Chapter  
Assessment**
 Rubric  
IP 4-1
**1 Independent Practice (page 192)****Evaluate and Design an Advertisement**

**Directions:** After you have finished your project, determine whether you have completed the criteria listed in the left column. Fill in the checklist in the shaded columns below and then turn the rubric in to your teacher along with your project.

	<b>Student Checklist</b>		<b>Teacher Evaluation</b>
<b>Criteria</b>	<b>Completed</b>	<b>Not Completed</b>	<b>Comments</b>
Choose an ad to re-design.			
Evaluate the ad according to PARC principles. Identify specific problems.			
Create three sketches of new designs.			
Get feedback from your class. Choose the best sketch to use as a model.			
Create a new ad the same size as the original.			
Use at least one graphic in the ad.			
Use at least two alignments for text and graphics.			
Use at least two different fonts or font styles.			
Use at least two colors. If black and white, use shades of gray.			
Check for spelling and other errors and revise as necessary.			
Evaluate your design according to PARC principles.			
Follow directions to save and print your work.			