

Grade 7 EMS Worksheet

Assessment Task: Advertising poster

Create and evaluate your advertising poster (Group activity)

1. Write your advertising copy and design a poster. Implement some of the advertising features you learned about. Think up a slogan for your product or service or the business event itself.

Group assessment rubric: advertisement

Criteria					Marks
Format and style [Marks out of 4]	Our group's advertisement uses various colours and variation in fonts and font sizes to grab the attention. [4 marks]	Our group's advertisement uses two to three colours and little variation in fonts and font sizes to grab the attention. [3 marks]	Our group's advertisement uses one colour and very little variation in font and font size. The poster does not really grab the attention. [2 marks]	Our group's advertisement is dull and uninteresting. It does not grab the attention at all. [1 mark]	
Information included in advertisement: slogan [Marks out of 4]	The advertisement has a slogan that uses features such as alliteration to make it catchy. [4 marks]	The advertisement has a slogan that uses some features, but it is not catchy. [3 marks]	The advertisement has a slogan but it does not make use of features and it is not catchy. [2 marks]	The advertisement does not have a slogan. [0 marks]	
Information included in advertisement about product or service [Marks out of 4]	The advertisement includes enough facts about the product or service to make people interested in it. [4 marks]	The advertisement includes too many detailed facts about the product or service; people stop reading halfway through. [3 marks]	The advertisement includes too few facts about the product to draw the attention. [2 marks]	The advertisement leaves out important facts, such as contact details. [1 mark]	
Attractiveness of advertisement [Marks out of 4]	The advertisement is very attractive and neat. [4 marks]	The advertisement is attractive and neat. [3 marks]	The advertisement is somewhat attractive, but not neat. [2 marks]	The advertisement is unattractive and untidy. [1 mark]	
Total marks out of 16:					

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Level 4: 12–16marks (70–100%) – Outstanding

Level 3: 8–11 marks (50–69%) – Achieved

Level 2: 5–7 marks (35–49%) – Partially achieved

Level 1: 1–4 marks (1–34%) – Not achieved

2. Evaluate your advertising poster, using the criteria below.

Advertisement evaluation checklist

Criteria	Yes	No
Our advertisement is attractive.		
Our advertisement uses different colours and designs to draw the attention.		
Our advertisement uses pictures to attract people.		
Our advertisement has interesting copy.		
There is just enough information in our copy to keep customers interested in the product/service.		
Our advertisement has a catchy slogan.		
Our advertisement attracted a lot of attention.		
The attention our advertisement attracted resulted in enquiries about our product/service.		
Our advertisement served its purpose.		
We can improve on our advertisement.		

Group assessment checklist

Criteria	Yes	No
Our group evaluated our advertisement using the checklist.		
Our advertisement was successful and included most features.		
We worked well together as a team to complete the advertisement.		
We all contributed equally to creating the advertisement.		

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Suggested Solutions

Not applicable.

Appendix of Assessment Tools

Group assessment rubric: advertisement

Criteria					Marks
Format and style [Marks out of 4]	Our group's advertisement uses various colours and variation in fonts and font sizes to grab the attention. [4 marks]	Our group's advertisement uses two to three colours and little variation in fonts and font sizes to grab the attention. [3 marks]	Our group's advertisement uses one colour and very little variation in font and font size. The poster does not really grab the attention. [2 marks]	Our group's advertisement is dull and uninteresting. It does not grab the attention at all. [1 mark]	
Information included in advertisement: slogan [Marks out of 4]	The advertisement has a slogan that uses features such as alliteration to make it catchy. [4 marks]	The advertisement has a slogan that uses some features, but it is not catchy. [3 marks]	The advertisement has a slogan but it does not make use of features and it is not catchy. [2 marks]	The advertisement does not have a slogan. [0 marks]	
Information included in advertisement about product or service [Marks out of 4]	The advertisement includes enough facts about the product or service to make people interested in it. [4 marks]	The advertisement includes too many detailed facts about the product or service; people stop reading halfway through. [3 marks]	The advertisement includes too few facts about the product to draw the attention. [2 marks]	The advertisement leaves out important facts, such as contact details. [1 mark]	
Attractiveness of advertisement [Marks out of 4]	The advertisement is very attractive and neat. [4 marks]	The advertisement is attractive and neat. [3 marks]	The advertisement is somewhat attractive, but not neat. [2 marks]	The advertisement is unattractive and untidy. [1 mark]	
Total marks out of 16:					

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Level 4: 12–16marks (70–100%) – Outstanding

Level 3: 8–11 marks (50–69%) – Achieved

Level 2: 5–7 marks (35–49%) – Partially achieved

Level 1: 1–4 marks (1–34%) – Not achieved

Group assessment checklist: Evaluation

Criteria	Yes	No
Our group evaluated our advertisement using the checklist.		
Our advertisement was successful and included most features.		
We worked well together as a team to complete the advertisement.		
We all contributed equally to creating the advertisement.		