**Digital Ad Rubric**

**Market Day Project**

In this digital advertisement you will be showcasing your product and trying to convince your audience to buy your product during Market Day. Remember that your audience consists of students from grades 5-8. Also, remember that you must maintain your Islamic identity when creating your Ad.

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| The following components must be adhered to:   * No music * No negativity * No violence * Following the Adab of business * Proper clothing must be worn in pictures or videos (long and loose, hijab) | You may use any of the following formats for your digital ad:   * Movie Editing Program   + Ex: Moviemaker   + Ex: iMovie * Presentation Program   + Ex: PowerPoint   + Ex: Prezi   + Ex: Google Slides * Audio Program   + Ex: Audacity |

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| **Component** | **Points Possible** | **Points Earned** |
| **Storyboard** (movie or presentation) or **script** (audio) is submitted for pre-approval | 20 |  |
| Length: 1 minute (give or take 10 seconds) | 5 |  |
| Product’s Name is stated | 5 |  |
| Product’s Purpose is demonstrated | 5 |  |
| Product’s Picture must be shown | 5 |  |
| Product’s Price must be mentioned | 5 |  |
| Audio must be included, be creative by using voice-overs, sound effects  (**no** music) | 5 |  |
| Motion: Animation, transitions or video   * Non-video formats (such as PPT, Prezi or Slides) must have an embedded short video clip or a moving animation | 5 |  |
| Smooth transitions between scenes/shots/slides | 5 |  |
| Everything is clear and understandable | 5 |  |
| At least 2 of the laws of persuasion are used | 10 |  |
| Ad is persuasive | 5 |  |
| Grammar, spelling, punctuation, capitalization are correct in anything written | 10 |  |
| Followed rules in regards to the Adab of business, avoiding music, negativity, and violence | 10 |  |
| **TOTAL** | 100 |  |