



Counter Ad Contest Scoring Rubric

Creates a creative composition and layout using visuals and words.	Points available: 1 2 3 4 5
Uses one or more effective alteration methods (adding words and images, rearranging original words or images, etc.) to “talk back” to the ad	1 2 3 4 5
Calls attention to the persuasion techniques used in the original ad. See the <i>Language of Persuasion</i> on our website.	1 2 3 4 5
Reveals an untold story.	1 2 3 4 5
Uses correct spelling, and punctuation.	1 2 3 4 5
Is neat, clean, and high quality work.	1 2 3 4 5
<p>Bonus Scoring to earn bonus points, you must explain: why the ad might be offensive -and- how the ad challenges or reinforces stereotypes of individuals or communities in one or more areas:</p> <ul style="list-style-type: none"> -class -age -ability -gender -race -looks/appearance -sexual orientation 	<p>Bonus</p> <p>1 2 3 4 5</p>
	Total points from above:

30 total points available + 5 bonus points