

Rubric for Making Your Own Propaganda

National Park Service
U.S. Department of the Interior

War In the Pacific
National Historical Park



CATEGORY	4 points	3 points	2 points	1 point
Graphics - Originality	Several of the graphics used on the poster/commercial reflect an exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the poster/commercial reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
Graphics - Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Propaganda Techniques	Student utilized at least 4 the propaganda techniques.	Student utilized at least 3 the propaganda techniques.	Student utilized at least 2 the propaganda techniques.	Student utilized at least 1 the propaganda techniques.
Content - Accuracy	Five accurate facts are displayed on the poster or exhibited in the commercial.	Four accurate facts are displayed on the poster or exhibited in the commercial.	Three accurate facts are displayed on the poster or exhibited in the commercial.	Less than three accurate facts are displayed on the poster or exhibited in the commercial.
Attractiveness	The poster/commercial is exceptionally attractive in terms of design, layout, and neatness.	The poster/commercial is attractive in terms of design, layout and neatness.	The poster/commercial is acceptably attractive though it may be a bit messy.	The poster/commercial is distractingly messy or very poorly designed. It is not attractive.
Mechanics/ Grammar	Capitalization, grammar, punctuation, syntax, and pronunciation are correct throughout the poster/commercial.	There is one error in capitalization, grammar, punctuation, syntax, and pronunciation in the poster/commercial.	There are two errors in capitalization, grammar, punctuation, syntax, and pronunciation in the poster/commercial.	There are more than two errors in capitalization, grammar, punctuation, syntax, and pronunciation in the poster/commercial.

Points possible: 28

Points earned by student: _____

Overall grade: _____