

Campaign Project

Date: _____ Class _____ Student: _____

Criteria	Score	Comments
<u>Logo:</u> Original logo created for campaign. Demonstrates mastery of Illustrator and shows attention to detail in its design. (10 points)		
<u>Slogan:</u> Demonstrates creativity & mastery of Adobe software. (5 points)		
<u>Magazine Cover:</u> Looks like a magazine cover and includes an image of you and your in class opponent. Should reflect examples given. Demonstrates mastery of Adobe software that you choose to you. Includes attention to detail and originality. (15 points)		
<u>Campaign Bus:</u> Uses the file provided and demonstrates consistent use of logo and slogan. Demonstrates proficiency of Adobe Software, design strategies, and creativity. (15 points)		
<u>T-Shirt:</u> Design includes the logo and use of the campaign slogan. Original design and consistency. (5 points)		
<u>Commercial:</u> Uses Animoto to create a short commercial for the campaign. Must be a minimum of 30 seconds and contain message consistent with campaign design. (15 points)		
<u>Cartoon:</u> Design demonstrates mastery of Adobe software used, is similar to examples provided, contains original content, and is consistent with campaign theme. (15 points)		
<u>Content:</u> All required components are included, spelling and grammar are accurate, campaign materials are consistent in design, and all submissions are original design. (10 points)		
<u>Total Points</u>		