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| **Project** | 1-Emerging | 2-Developing | 3-Proficient | 4-Extending |
| **Audio x8**Sound recording, music, pronunciation, flow, expression | Poor sound; pronunciation and/or flow may hinder comprehension | Clear sound; pronunciation and/or flow may hinder comprehension | Clear sound; pronunciation and/or flow does not hinder comprehension; audio elements help sell the product | Clear sound, good pronunciation & flow; good expression; audio elements help sell the product by triggering emotions |
| **Visual :** Ads are clear, in colour and large enough to see details | formatting is awkward/difficult to analyze | formatting needs work; no colour, too small, unclear | formatting is appropriately clear and large; in colour | Excellent formatting; creatively presented |
| **Writing** | 1-Emerging | 2-Developing | 3-Proficient | 4-Extending |
| **Length :** 13 descriptive/ analyzing sentences+Introduction & conclusion | Less than 13 sentences in all | Less than 15 sentences; possibly no intro/conclusion sentences | 15-16 sentences including an intro & conclusion sentence; some reactions | 17+ sentences including an intro & conclusion sentence; many reactions  |
| **Detail and information x8**Descriptions, analysis, opinions, comparisons, expression | Very limited detail  | Includes some detail | Appropriate detail; good analysis, expresses many opinions/ comparisons, etc… | Extra detail; deep analysis, expresses many opinions/ comparisons, etc… |
| **Accuracy**Writes complete sentences using structures provided. | Structures are inaccurately copied; difficult to discern meaning | Structures are accurately copied; very repetitive  | Structures are accurately copied with correct adaptations | Structures are accurately copied with correct adaptations and risks |
| **Mechanics**Correct spelling, punctuation capitalization, accents, past/future tense & single/plural accords. | Mechanics errors hinder the meaning | Mechanics errors may interfere with meaning or flow | Mechanics errors do not interfere with meaning or flow | Almost no mechanics errors  |
| **TOTAL** |  **/32** |