

Name(s):	Campaign Poster				Score	Campaign Commerical				Score
	1	2	3	4		1	2	3	4	
Foreign Policy	None of the foreign policy goals were addressed	1 of 2 Foreign Policy goals is visible	2 of 2 foreign policy goals are visible	Both Foreign policy goals are visible & Historical Connections are present	$\frac{\quad}{x2 + 2}$ =	None of the foreign policy goals were addressed	1 of 2 Foreign Policy goals is visible	2 of 2 foreign policy goals are visible	Both Foreign policy goals are visible & Historical Connections are present	$\frac{\quad}{x2 + 2}$ =
Domestic Policy	Domestic policy agenda is not addressed or present	1 of 2 Domestic policy goals is visible	2 of 2 Domestic Policy goals are visible	Both domestic policy goals are visible with historical connections	$\frac{\quad}{x2 + 2}$ =	Domestic policy agenda is not addressed or present	1 of 2 Domestic policy goals is visible	2 of 2 Domestic Policy goals are visible	Both domestic policy goals are visible with historical connections	$\frac{\quad}{x2 + 2}$ =
Historical Connections	No Historical connections made within the poster	Limited Historical connections made; Little to no historical symbolism	1 clear Historical connection made;	2 or more Historical connections are present; Historical themes present	$\frac{\quad}{x2 + 2}$ =	No Historical connections made to previous Presidencies	Connection only made to 1 of 2 historical precedents	Connection made to both positive & negative Presidential precedents	Multiple positive & negative Historical Presidential precedents present	$\frac{\quad}{x2 + 2}$ =
Contemporary Connections	Zero connections to current events or topics present	1 Current event or topic present	2 Current events or topics are present; minimal details	Multiple current events or topics are present; detailed examples	$\frac{\quad}{x2 + 2}$ =	Zero connections to current events or topics present	1 Current event or topic present	2 Current events or topics are present; minimal details	Multiple current events or topics are present; detailed examples	$\frac{\quad}{x2 + 2}$ =
Presentation & Design	Graphics are not clear; color scheme is distracting; lacks theme & organization	Graphics are clear, but some images detract from the theme & persuasion	Graphics are clear; theme is organized; most elements support the them & don't limit persuasion	Clear and attractive graphics and images; theme is organized, creative, and adds to persuasion	$\frac{\quad}{x2 + 2}$ =	Graphics are not clear; theme is incoherent; images/music not suitable & detract from persuasiveness	Graphics are clear, but visuals are distracting; limited theme & organization detract from the persuasiveness of the commercial	Graphics are clear; images are historically accurate; music adds to the persuasiveness; all elements support theme of the commercial	Clear and attractive graphics; all images historically accurate; music adds to persuasiveness; creative design	$\frac{\quad}{x2 + 2}$ =
Commentary					/50					/50
						/100				