

Advertising Assessment Checklist

Student Success Criteria:

Day 1:

Analyse the materials provided about Fort William and the advertisements made during World War 1

Develop my own advertisement and be able to explain my target audience, technology and purpose

Day 2:

Participate in the “**Fort William Market Activity**” Role playing activity.

Students should have handed in the following material:

Analyzing Advertisement Handout:

- Completed, three different images examined according to sheet

Fort William Market Activity Handout:

- Completed activity, 2 different advertisements analyzed and reflection question

Advertisement

- Completed, with both image and text components
- Has a brand or company, remains within WW1 Context
- Explanation Sheet attached with 3 questions on bottom of Fort William Market Activity Handout answered

Exit Ticket

- Is completed clearly (can be communicated verbally)

No rubric or exemplar is provided for this Lesson Plan, though one can be created to suit each individual classroom or student’s needs from the above expectations and goals. It is advised that the advertisement be assessed based more on content than style, supported by the Analyzing Advertisements Handout’s explanation.