

BNW Propaganda Project Rubric

Names _____, _____, _____, _____, _____ Per. _____

Your project will be graded on how well you work as a group, how effectively and creatively you convey your sub department message, and by the professional and technical quality of your poster and cartoons.

A+ (50), A (48), A- (46) - This is an excellent campaign that creatively, powerfully, and insightfully gets across the core values of sub department specifically and World State generally. Makes good use of catchy slogans and holds viewer attention from the very beginning. Poster and cartoon effectively and completely satisfies all of Mustapha Mond's guidelines and effectively communicates six varied propaganda techniques.

B+ (44), B (42), B- (41) - This is a solid, above average project that has all the components Mustapha Mond desires: catchy slogans, necessary tone and sub department message, etc. Satisfies job requirements but not quite as attention grabbing, creative, or as dynamic as "A" projects. Propaganda techniques communicated.

C+ (39), C (37), C- (36) - This project gets across the sub department message, but it is less polished and does not hold viewer attention. It comes across immediately as not of the highest quality; consequently, it does not convince or persuade but rather turns viewers off to its message. Propaganda techniques are somewhat nebulous.

D (32) - This is a project that is missing necessary components, or has a below average explanations. It is very short and fails to satisfy the required expectations of Mustapha Mond.

F (25-0) – Really?

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