

## Media Literacy Advertisement Project - Grading Rubric

- **Text Elements:** The text must communicate in clear, brief and focused language. Start with a headline that grabs the reader's attention. Use interest in your product and conveys your message neatly. Your company signature — your identifying slogan and logo — must be present. The font/handwriting can be easily read.
- **Graphic Elements:** Photographs, graphics, and colors should be used to "hook" the customer. The use of a "twoosh" raise interest in your product. The layout should be clean and organized. The use of a "twoosh" raise interest in your product. The layout should be clean and organized. The use of a "twoosh" raise interest in your product. The layout should be clean and organized. The use of a "twoosh" raise interest in your product. The layout should be clean and organized.

# Media Lit Project Rubric

**Layout:** You must put all the elements together to create the layout. You must have a focal point — usually the picture or headline — that the eye can land on and "white space" to keep the appearance from becoming overwhelming.

**Neatness:** Ads that are messy or sloppy do not appeal to a buyer. Your handwriting, printed text, and graphics should all be neat and it should be evident that you took your time creating an effective advertisement.

Category	Outstanding	Good Work	Needs Improvement	Poor Work	Incomplete
Text Elements	25 points	20 points	15 points	10 points	5 points
Graphic Elements	25 points	20 points	15 points	10 points	5 points
Layout	25 points	20 points	15 points	10 points	5 points
Neatness	25 points	20 points	15 points	10 points	5 points

# Apex Media Literacy

**Harrison, Dew**

**Apex Media Literacy:**

## Unveiling the Magic of Words: A Overview of "**Apex Media Literacy**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Apex Media Literacy**," a mesmerizing literary masterpiece penned by way of a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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