**Promoting the “New World” Rubric**

**Overall Goal: You will work to create a billboard that is designed to persuade others to settle in the “New World.”**

**Slogan**

Your Slogan is relevant to the important features of the colony \_\_\_\_\_\_\_ / 10

Slogan is creative and/or catchy \_\_\_\_\_\_\_ / 5

**Visuals**

Four visuals appear on the billboard \_\_\_\_\_\_\_ /40

Visuals chosen for the billboard reinforce qualities and important characteristics \_\_\_\_\_\_\_ / 10

Visuals are easy to see \_\_\_\_\_\_\_ / 5

Visuals are colorful and visually appealing \_\_\_\_\_\_\_ / 5

**Overall Aesthetics**

Billboard is colorful \_\_\_\_\_\_\_\_ / 10

Words are written neatly and sized appropriately \_\_\_\_\_\_\_\_ / 5

Information is organized and easy to read \_\_\_\_\_\_\_\_ / 5

Overall conventions (capitalization, punctuation, spelling, etc.) \_\_\_\_\_\_\_\_ / 5

Project Total: \_\_\_\_\_\_\_\_\_\_\_ / 100