**Mitten Commercial Rubric**

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|  | **Emergent - 3** | **Proficient - 2** | **Developing - 1** |
| **Support for Mitten Design** | **Commercial includes multiple forms of evidence to convince others to purchase their mitten design.** | **Commercial includes a few forms of evidence to convince others to purchase their mitten design.** | **Commercial includes one form of evidence to convince others to purchase their mitten design.** |
| **Creativity** | **Commercial includes several creative elements: props, characters, humor, tagline, etc.** | **Commercial includes some creative elements: props, characters, humor, tagline, etc.** | **Commercial includes very few creative elements: props, characters, humor, tagline, etc.** |
| **Presentation** | **Commercial is well organized and easy to hear and understand.** | **Commercial is somewhat organized and easy to hear and understand.** | **Commercial lacks organization and/or is difficult to hear and understand.** |