

Group Assessment Instrument

Group members: _____

Circle the YES or NO at the end of each of the statements according to how it applies to your group.

GROUP INPUT

1. All group members participated in finding ads for the poster.

YES NO

2. All group members helped to create the poster and display our ads.

YES NO

3. Our group COMPLETED the poster and presented it to the class.

YES NO

4. All group members had input into developing the “new product”.

YES NO

4. Our group COMPLETED the “new product” advertisement.

YES NO

6. Our group rated the other groups’ “new product” ad using the rating scale.

YES NO

7. We feel that we are now more informed consumers and can recognize the different emotional and logical arguments and appeals in advertising.

YES NO

TEACHER INPUT

8. The group worked cooperatively and remained on task most of the time.

YES NO

9. The group poster and ad demonstrated understanding of the logical and emotional arguments and appeals found in advertising.

YES NO

10. The group willingly kept track of materials and participated in clean up each day.

YES NO



“NEW PRODUCT” AND AD RATING SCALE

3 Ad has useful consumer information.	2 Ad has some useful consumer information.	1 Ad has little or no useful consumer information.
Ad has outstanding visual appeal.	Ad has some visual appeal.	Ad has little or no visual appeal.
Ad contains consistent emotional or logical appeal.	Ad contains some emotional or logical appeal.	Ad contains little or no emotional or logical appeal.
Ad contains no false or misleading info.	Ad may contain some false or misleading info.	Ad contains mostly false or misleading info.
We WOULD buy this product based on the ad.	We MIGHT buy this product based on the ad.	We WOULD NOT buy this product based on the ad.

After completing the activities in this lesson, write one sentence telling what you have learned about advertisements.