FR12 La publicité: Projet final

Nom : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **SPEAKING** |  |  |  |  |
| **Message/ideas**  ( /5) | ❑message is not communicated | ❑general message is  communicated but has some gaps or confusion | ❑general message is communicated | ❑message is clearly communicated and includes extra details |
| **Fluency**  ( /5) | ❑does not speak spontaneously | ❑rarely speaks without prompting | ❑speaks with some hesitation, requires some prompting | ❑communicates ideas clearly and confidently, with spontaneity |
| **Content (Advertisement)** |  |  |  |  |
| **Pronunciation and Fluency**  ( /5) | ❑many long pauses and difficult for listeners to decipher message | ❑some pauses and at  times difficult for listeners to decipher message | ❑parts of the message are fluent; mostly understandable | ❑message is fluent and clearly understandable; much expression is added |
| **Message clarity & video proficiency**  ( /5) | ❑message is unclear; video is poorly recorded and edited; flow of idea is confusing | ❑ message is somewhat clear; video is reasonably well recorded and edited; flow of idea is somewhat clear | ❑ message is simple and clear; video is well recorded and edited; flow of idea understandable | ❑ message is very clear and creative; video is expertly recorded and edited; flow of idea is convincing and engaging |
| **Component use**  **(cible, techniques, message, produit)**  ( /5) | ❑ components of the unit are barely used or indecipherable | ❑ components of the unit are somewhat used; attempts to engage content is somewhat evident | ❑ components of the unit are used; most components are clear and accessible to viewer | ❑ all components of the unit are all used; all components are clear and very convincing to viewer |
| **WRITING** |  |  |  |  |
| **Ideas and Information**  Writes about familiar topics using a model  ( /5) | ❑very limited detail; model is copied; very repetitive; mechanics hinder comprehension of message | ❑limited detail; writing  is often repetitive; similar to model; mechanics interfere with comprehension of the message | ❑includes some detail/ personalization; may add some new words ; mechanics may interfere with meaning | ❑detailed & expressive; expresses with new words & phrases; mechanics enhance meaning |
| **Time and resource use**  ( /5) | ❑ class time is poorly used; group members are distracting and unfocused; preparation was barely prioritized | ❑ class time is somewhat used; group members are sometimes distracting and unfocused; preparation was barely prioritized | ❑ class time is well used; group members are rarely distracting; effort is put regularly into project; preparation was somewhat prioritized | ❑ class time and resources are always used; group members collaborate; French is mostly spoken; preparation was clearly prioritized |