

Name:

Date:

Class:

Social Media Ad Rubric

Group Member Names: _____ Final Grade _____/15

Sunscreen Showdown Ad

Criteria	Excellent (3)	Satisfactory (2)	Needs Improvement (1)	Total
Skin Cancer Mechanisms	Demonstrates clear, thorough understanding of UV radiation, DNA mutations, and skin cancer.	Demonstrates a basic understanding of UV radiation and skin cancer but lacks some depth or clarity.	Demonstrates little to no understanding of UV radiation and skin cancer.	_____/3
Environmental & Health Risks	Clearly explains harmful effects of UV filters on human health and the environment, including coral reefs.	Describes risks of UV filters but lacks key details or has minor inaccuracies.	Fails to explain or provides incorrect information about environmental and health risks.	_____/3
Sunscreen Emulsion & Design	Creates a stable sunscreen emulsion with effective UV protection, no white cast, and clear explanation of ingredient function.	Creates a functional sunscreen emulsion but may leave a slight white cast or be less stable. Ingredient explanations are basic.	Sunscreen emulsion is ineffective or unstable. Ingredient functions are not explained.	_____/3
Presentation & Communication	Clear, confident speaking; engages audience; video is well-paced, informative, and 60 seconds.	Clear speaking, but video may lack engagement or be slightly over/under the time limit.	Speaking is unclear; video is poorly organized, hard to follow, or beyond time limit.	_____/3
Creativity	Highly creative, visually engaging, and uses props effectively.	Creative, but visuals or props could be improved for better engagement.	Lacks creativity or effective use of visuals/props.	_____/3

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