

Video Advertisement

1 Point	2 points	3 points	4 points
The advertisement is too short or too long and is not interesting to watch.	The advertisement is a little over two minutes, but is not interesting to watch.	The advertisement is a little over two minutes and is interesting to watch.	The advertisement is 2 minutes or less and sent to your teacher ahead of the due date. It is eye-catching and interesting to watch.
The technology shows no originality and very little creativity. I've seen it before.	The technology idea is creative, but not very original. Many other people had the same idea.	The technology idea is original, but not developed enough.	The technology idea is original and shows great innovation.
There are no details about the technology and no model is visible.	There is very little information about the technology, and no model is visible.	There is information about the technology, but only a few details are provided. There is a model.	The advertisement includes detailed information about how the technology works along with a detailed, model.
The advertisement makes the technology look unappealing. I do not want to buy the item.			The advertisement "sells" the technology. It makes me want to purchase the item.
There are more than 5 mistakes in your advertisement.	There are 4-5 mistakes in your advertisement.	There are 1-3 mistakes in your advertisement.	There are no visible mistakes in the advertisement. It is clear that you practiced before filming the commercial.

Name _____

Kids Reacting to technology Grading Rubric

Print Advertisement

1 Point	2 points	3 points	4 points
The print advertisement is on computer paper, is not colorful, and looks messy.	The print advertisement may be on poster board but is not eye catching or neat and colorful.	The print advertisement is on poster board, but does not take up the entire space. It is eye catching, and is mostly neat and colorful.	The print advertisement is on a full size poster board and takes up the entire space. It is eye-catching and looks neat and colorful.
The technology shows no originality and very little creativity. I've seen it before.	The technology idea is creative, but not very original. Many other people had the same idea.	The technology idea is original, but not developed enough.	The technology idea is original and shows great innovation.
There are no details about the technology and no diagram is provided.	There is very little information about the technology, and no diagram is provided.	There is information about the technology, but only a few details are provided. There is a labeled diagram.	The advertisement includes detailed information about how the technology works along with a detailed, labeled diagram.
The advertisement makes the technology look unappealing. I do not want to buy the item.			The advertisement "sells" the technology. It makes me want to purchase the item.
There are more than 5 mistakes on your advertisement.	There are 4-5 mistakes on your advertisement.	There are 1-3 mistakes on your advertisement.	There are no visible mistakes on the advertisement including spelling, grammar, and sentence structure.

Name _____

Kids Reacting to Technology in Wall-E

Wall-E Technology Picture	What does it do?	Related/Similar technology from current times picture	What does it do?

Name _____

Kids Reacting to Technology

Choose a piece of technology that you use. What is it? _____

In detail, describe what it does?

Draw a detailed, colored picture of your technology:

Now, think how this piece of technology might look in the future. Don't choose something that already exists. Think about how the current technology will change to be easier to use, available to more people, and be technologically advanced.

Describe how the new technology works. Include major changes that have been made:

Draw a detailed, colored picture of the new technology. Include important labels that help describe its function.