

Mini-Brain Campaign Creative Choice Criteria

Captures Our Hearts/ Shows Personality and Values	Written with an Audience in Mind/Persuasive demonstration of Leadership Qualities	Effective Use of Design	Original/ Creative	Proper Use of Conventions – Spelling, Punctuation, Grammar	Effort

✓+ = My work demonstrates thoroughness, thoughtfulness and attention to detail throughout

✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail

✓- = I skimmed the surface of this aspect

– = I neglected to think about this

<p style="text-align: center;">Captures Our Hearts/ Shows Personality and Values</p>	<p>We should learn new things about you by viewing this part of your campaign package – things not contained in the other elements. Your work should humanize you (make you seem like a regular person) and appeal to our hearts.</p>
<p style="text-align: center;">Written with an audience in mind/ Persuasive demonstration of Leadership Qualities</p>	<p>Your audience is Mr. Gaitens and your peers in Division Two. How will you balance your responses to appeal to both audiences? Remember, your task is to convince us that you will be an effective leader.</p>
<p style="text-align: center;">Effective Use of Design</p>	<p>Is your page balanced? Does your design help direct our eye to important information? Have you made considered design choices, or did you randomly throw things together?</p>
<p style="text-align: center;">Original/Creative</p>	<p>‘Nuff said.</p>
<p style="text-align: center;">Conventions</p>	<p>Leaders who cannot spell or use punctuation properly have a hard time earning the trust and respect of the public (see Dan Quayle or George W. Bush). Do not skip the proof-reading part of the writing process. Read your work out loud to yourself and listen for errors and to see if it sounds like a real person responding. Have a friend check your work for you. Then read it again yourself.</p>