

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
- ✓ (+) = My work mostly demonstrates thoroughness, thoughtfulness and attention to detail throughout; I may have one or two areas where I didn't quite apply this way of working
- ✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail
- ✓ ~ = I did almost everything that was asked of me; I may need to focus a little more on thoroughness, thoughtfulness, and/or attention to detail
- ✓ = I skimmed the surface of this aspect
- = I neglected to think about this

Captures Our Hearts/ Shows Personality and Values	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.
Written with an audience in mind/ Persuasive demonstration of Leadership Qualities	Your audience is Prof. Great Brain and your peers in Division Three. 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.
Effective Use of Design	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?
Original/Creative	‘Nuff said.
Conventions	Leaders who cannot spell or use punctuation properly have a hard time earning the trust and respect of the public (see Dan Quayle, or Donald Trump’s “Prince of Whales” tweet). 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.