

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	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	This is an opportunity to help us learn new things about you by viewing this part of your campaign package – things not contained in the other elements. What can you do to humanize yourself (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	Does your design help direct our eye to important information? Have you made considered design choices, or did you randomly throw things together? Do you have common design elements that run through all of your campaign materials, making them a cohesive set?
Conventions	Leaders who misspell words or use punctuation incorrectly in official materials 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. Have a friend check your work for you. Then read it again yourself.