

***Mona Lisa Advertisement***  
***(Complex Communication Lesson Assessment)***

Working knowledge of Photoshop® and Comic Life® ...ongoing informal assessment

Discussion Board Entries Evaluation

*Mona Lisa* advertisement posted on discussion board, as well as the product being advertised and why you believe the *Mona Lisa* was selected to advertise this product.

0 1 2 3 4 5

Demographic group selected and product to be advertised by *Mona Lisa* announced on discussion board

0 1 2 3

Total \_\_\_\_\_ / 8

*Mona Lisa* Word Scramble

Total \_\_\_\_\_ / 8

*Mona Lisa* advertisement created in Photoshop®

Selected product is appropriate for the randomly selected demographic

0 1 2 3

Photoshop® was used successfully to place a product in the advertisement

0 1 2 3

Appropriate Photoshop® tools were used to create the advertisement

0 1 2 3

The *Mona Lisa* or a likeness of the *Mona Lisa* is unmistakable

0 1 2 3 4 5

Body copy for the advertisement is appropriate to the product

0 1 2 3 4 5

Total \_\_\_\_\_ / 19

Comic Life® Two-Page Layout Evaluation

Includes an image of the original *Mona Lisa* and the student-created advertisement featuring the *Mona Lisa*

0 1 2

Includes five facts about Leonardo da Vinci

0 1 2 3 4 5

Includes five facts about *Mona Lisa*

0 1 2 3 4 5

Includes information about the product used in the advertisement

0 1 2 3

Total \_\_\_\_\_ / 15