



**COM 270: Visual Rhetoric
Exam Project II**

**Developing a print ad for P.J.'s Coffee
Grading Rubric**

Applying the Six Perspectives	Incroyable! (A)	Tres bien! (B)	Meets all reqs (C)	Uh-oh (D)	Merde! (F)
Personal					
Historical					
Cultural					
Critical					
Technical					
Ethical					
Writing					

Overall project grade (composite, but not an average of the above perspectives):