

Criteria	Achievement Level			
	Achievement Level 1 (0%)	Achievement Level 2 (65%)	Achievement Level 3 (85%)	Achievement Level 4 (100%)
<b>Content</b> (40% Weighting)	0 percent The content lacks a clear point of view and logical sequence of information. Includes little persuasive information and only one or two facts about the topic. Information is incomplete, out of date and/or incorrect. Sequencing of ideas is unclear.	26 percent The content is vague in conveying a point of view and does not create a strong sense of purpose. Includes some persuasive information with few facts. Some of the information may not seem to fit. Sources used appear unreliable.	34 percent The content is written with a logical progression of ideas and supporting information. Includes persuasive information from reliable sources.	40 percent The content is written clearly and concisely with a logical progression of ideas and supporting information. The project includes motivating questions and advanced organizers. The project gives the audience a clear sense of the main idea. Information is accurate, current and comes mainly from * primary sources.
<b>Graphics, Sound and/or Animation</b> (20% Weighting)	0 percent The graphics, sounds, and/or animations are unrelated to the content. Graphics do not enhance understanding of the content, or are distracting decorations that create a busy feeling and detract from the content.	13 percent Some of the graphics, sounds, and/or animations seem unrelated to the topic/theme and do not enhance the overall concepts. Most images are clip art or recycled from the internet. Images are too large/small in size. Images are poorly cropped or the color/resolution is fuzzy.	17 percent The graphics, sound and/or animation visually depict material and assist the audience in understanding the flow of information or content. Original images are used. Images are proper size, resolution.	20 percent The graphics, sound and/or animation assist in presenting an overall theme and enhance understanding of concept, ideas and relationships. Original images are created using proper size and resolution, and all images enhance the content. There is a consistent visual theme.
<b>Text and Writing Mechanics</b> (20% Weighting)	0 percent The text is extremely difficult to read with long blocks of text and small point size of fonts, inappropriate contrasting colors, poor use of headings, subheadings, indentations, or bold formatting. Errors in spelling, capitalization, punctuation, usage and grammar repeatedly distract the reader and major editing and revision is required. (More than 5 errors)	13 percent Overall readability is difficult with lengthy paragraphs, too many different fonts, dark or busy background, overuse of bold or lack of appropriate indentations of text. Spelling, punctuation, and grammar errors distract or impair readability. (3 or more errors)	17 percent Sometimes the fonts are easy-to-read, but in a few places the use of fonts, italics, bold, long paragraphs, color or busy background detracts and does not enhance readability. The text is clearly written with little or no editing required for grammar, punctuation, and spelling.	20 percent The fonts are easy-to-read and point size varies appropriately for headings and text. The text is written with no errors in grammar, capitalization, punctuation, and spelling.
<b>Layout</b> (10% Weighting)	0 percent The layout is cluttered, confusing, and does not use spacing, headings and subheadings to enhance the readability.	7 percent The layout shows some structure, but appears cluttered and busy or distracting with large gaps of white space or uses a distracting background.	9 percent The layout uses horizontal and vertical white space appropriately.	10 percent The layout is visually pleasing and contributes to the overall message with appropriate use of headings, subheadings and white space.
<b>Citations</b> (10% Weighting)	0 percent No way to check validity of information.	7 percent Sometimes copyright guidelines are followed and some information, photos and graphics do not include proper citation format.	9 percent Most sources of information use proper citation format, and sources are documented to make it possible to check on the accuracy of information.	10 percent Sources of information are properly cited and the audience can determine the credibility and authority of the information presented.  All sources of information are clearly identified and credited using appropriate citation format.