

W-Factor stars in class! Let your students shine!

GRADING RUBRICS

VIDEO

	3	2	1
Subject Content	Subject knowledge is evident throughout the video. All information is clear, appropriate and correct	Subject knowledge is evident in much of the video. Most information is clear, appropriate, and correct.	Subject knowledge is not evident. Information is confusing, incorrect, or flawed.
Video content and organization	Video includes a clear statement of purpose. Events and messages are presented in a logical order, with relevant information that supports the video's main ideas.	Information is connected to a theme. Details are logical and information is relevant throughout most of the video	The video lacks a central theme, clear point of view, and logical sequence of information. Much of the information is irrelevant to the overall message
Introduction	The introduction is motivating, and hooks the viewer from the beginning.	The introduction is clear and coherent and evokes moderate interest/response from the viewer.	The introduction does not orient the viewer to what will follow.
Mechanics	The text and audio have 1-2 grammar or spelling errors.	The text and audio have 4 or more grammar or spelling errors	The text and audio have no grammar or spelling errors
Production	Tape is edited. Video runs smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea. Shots and scenes work well together. Graphics explain and reinforce key points in the video.	Tape is edited. A variety of transitions are used and most transitions help tell the story. Most of video has good pacing and timing. Graphics are used appropriately.	Video is of poor quality and is unedited. There are no transitions added or transitions are used so frequently that they detract from the video. There are no graphics.

Essay Rubric

	5	4	3	2	1
IDEAS <ul style="list-style-type: none"> • Controlling idea • Supporting ideas • Use of details • Awareness of purpose • Sense of completeness 	The essay is fully focused and contains a wealth of ideas and examples. The writer uses rhetorical strategies and addresses counterarguments.	The essay is consistently focused and contains ample ideas and examples. The writer may employ rhetorical strategies or address counterarguments.	The essay is sufficiently focused and contains some ideas and examples. The response is generally appropriate to the persuasive purpose.	The essay is minimally focused. The provided examples are vague or general and the response demonstrates minimal awareness.	The essay shows little or no focus and the ideas are unclear, irrelevant, or repetitive. The response is incomplete or too brief.
ORGANIZATION <ul style="list-style-type: none"> • Introduction/body/conclusion • Sequence of ideas • Grouping of ideas • Effective transitions • Awareness of purpose 	The organization of ideas supports the writer's focus. Ideas are grouped in a logical manner. Effective and varied transitions are used.	The organization is appropriate and the sequencing of ideas is logical. Varied transitions are used.	The organization is generally appropriate and the ideas are clearly sequenced, but may be repetitive. Transitions are used	The organization is formulaic or inappropriate. The response may lack a clear introduction or conclusion. Transitions are rare.	The essay shows little evidence of organization or sequencing. Transitions are not used. The response is incomplete or too brief.
STYLE <ul style="list-style-type: none"> • Sentence variety • Word choice • Audience awareness • Personal voice 	The writer utilizes carefully crafted phrases to create a sustained tone and an authoritative voice. Word choice reflects an advanced vocabulary.	The language and tone of the essay enhance the persuasive purpose. Word choice is appropriate. Sentences are varied.	The language and tone are appropriate. Word choice is adequate, but may be simple or ordinary. Some sentence variety is evident.	The language and tone are uneven. Word choice is simple, ordinary, or repetitive. There is minimal variation in sentence length and structure.	The language and tone are inappropriate. Word choice is incorrect or confusing. The response is incomplete or too brief.
CONVENTIONS <ul style="list-style-type: none"> • Sentence formation • Subject-verb agreement • Standard word forms • Punctuation, spelling, and capitalization 	The writer demonstrates full command of written language. No errors are evident.	The writer demonstrates knowledge of written language. Errors are minor and do not interfere with meaning.	The writer demonstrates sufficient control of written language. Errors may interfere with meaning, but are not distracting.	The writer demonstrates minimal control of written language. Errors are frequent and interfere with meaning.	The writer lacks understanding of the conventions of written English. Errors are pervasive. The response is incomplete or too brief.

Persuasive/Expository Poster Rubric

	4	3	2	1
Position Statement	Position is clearly stated and consistently maintained. Clear references to the issue(s) are stated.	Position is clearly stated and consistently maintained. References to the issue(s) at hand are missing.	Position is stated, but is not maintained consistently throughout work.	Statement of position cannot be determined.
Supporting Information	Evidence clearly supports the position; evidence is sufficient.	Evidence clearly supports the position; but there is not enough evidence.	Argument is supported by limited evidence.	Evidence is unrelated to argument.
Aesthetic Qualities	Page layout is attractive, neat and well organized	Page layout is attractive and neat. Material could be presented in a more organized manner.	Page layout contains most necessary elements. Elements are not neatly spaced on page or not well organized	There is a total lack of structure
Sentence Structure	Sentence structure is correct.	Sentence structure is generally correct. Some awkward sentences do appear.	Work contains structural weaknesses and grammatical errors.	Work pays little attention to proper sentence structure.
Punctuation & Capitalization	Punctuation and capitalization are correct.	There is one error in punctuation and/or capitalization.	There are two or three errors in punctuation and/or capitalization.	There are four or more errors in punctuation and/or capitalization.

Web Site Design

	4	3	2	1
Background	Background is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	Background is consistent across pages and does not detract from readability.	Background detracts from the readability of the site.
Fonts	The fonts are consistent, easy to read and point size varies appropriately for headings and text. Use of font styles (italic, bold, underline) is used consistently and improves readability.	The fonts are consistent, easy to read and point size varies appropriately for headings and text.	The fonts are consistent and point size varies appropriately for headings and text.	A wide variety of fonts, styles and point sizes was used.
Spelling and Grammar	There are no errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 1-3 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are 4-5 errors in spelling, punctuation or grammar in the final draft of the Web site.	There are more than 5 errors in spelling, punctuation or grammar in the final draft of the Web site.
Content	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
SITE	The structure is complete: has videos, audio, and images Includes visual elements such as videos and images	Site Includes most elements	Site has poor elements	No visual elements in SITE
Graphic Quality Matters	The videos included have excellent graphic quality (video and audio) and relate to the idea presented	The videos show good quality including but only 3 are well edited and is related to the idea	Only 50% of the videos are of good quality.	Only one video has good quality graphics and displays related to the idea.
Interest	The authors has made an exceptional to make the content of this web site interesting to the people form whom it intended	The author has tried to make the content of this web site interesting to people for whom it intended	The authors has put lots of information in the web site but there is little evidence that the person tried to present the information in an interesting way.	The authors has provided only the minimum amount of information to make it more interesting to the audience.