

Quakertown Community School District  
**ELECTRONIC MEDIA PROJECT RUBRIC**

<b>CONTENT</b>	<b>ORGANIZATION</b>	<b>STYLE</b>	<b>MULTIMEDIA</b>	<b>CONVENTIONS</b>
Presence of accurate information; focused on a specific topic	Coherent sequencing of information	Choice, use and arrangement of text, color, sound, and graphics	Inclusion of multiple formats, i.e. graphics, sounds, hyperlinks	Grammar, mechanics, spelling, usage, and sentence structure

<b>CRITERIA</b>	<b>CONTENT</b>	<b>ORGANIZATION</b>	<b>STYLE</b>	<b>MULTIMEDIA</b>	<b>CONVENTIONS</b>
<b>LEVEL 4 EXCEEDS THE STANDARD</b>	<ul style="list-style-type: none"> <li>Consistently uses accurate facts, examples, anecdotes, details, opinions, statistics, reasons, and/or explanations</li> <li>Selects details related to the topic, purpose and audience</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates defined beginning, middle, and end</li> <li>Uses a well-ordered pattern (chronological, historical, specific to general, general to specific, causal, sequential, other) appropriate to mode (informative, persuasive, narrative)</li> </ul>	<ul style="list-style-type: none"> <li>Uses and arranges text, color, sound, and graphics that enhance the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Includes a wide variety of multimedia formats</li> <li>Multimedia elements are creative and appropriate for the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates excellent control of grammar, mechanics, spelling, usage, and sentence formation</li> </ul>
<b>LEVEL 3 MEETS THE STANDARD</b>	<ul style="list-style-type: none"> <li>Generally uses accurate facts, examples, anecdotes, details, opinions, statistics, reasons, and/or explanations</li> <li>Selects most details related to the topic, purpose and audience</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates a beginning, middle, and end</li> <li>Uses pattern (chronological, historical, specific to general, general to specific, causal, sequential, other) appropriate to mode (informative, persuasive, narrative)</li> </ul>	<ul style="list-style-type: none"> <li>Uses and arranges text, color, sound, and graphics that support the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Includes sufficient variety of multimedia formats</li> <li>Multimedia elements are appropriate for the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates clear control of grammar, mechanics, spelling, usage, and sentence formation</li> </ul>
<b>LEVEL 2 BELOW THE STANDARD</b>	<ul style="list-style-type: none"> <li>Inconsistent or limited use of accurate facts, examples, anecdotes, details, opinions, statistics, reasons, and/or explanations</li> <li>Presents unrelated details</li> </ul>	<ul style="list-style-type: none"> <li>Arranges content in a confused or inconsistent manner</li> <li>Includes only two of the following:               <ul style="list-style-type: none"> <li>➢ A statement of the topic</li> <li>➢ A middle</li> <li>➢ A conclusion</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Uses and arranges text, color, sound, and graphics that somewhat detract from the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Includes insufficient variety of multimedia formats</li> <li>Multimedia elements that are included are inappropriate for the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates limited control of grammar, mechanics, spelling, usage, and sentence formation, so as not to interfere with understanding the text</li> </ul>
<b>LEVEL 1 LITTLE EVIDENCE OF THE STANDARD</b>	<ul style="list-style-type: none"> <li>Presents very little information</li> </ul>	<ul style="list-style-type: none"> <li>Presents random, disconnected, or unfocused information</li> <li>Presents random, disconnected information with little or no evidence of a statement of the topic, a defined middle and/or conclusion</li> </ul>	<ul style="list-style-type: none"> <li>Uses and arranges text, color, sound, and graphics that detract from the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Includes little or no variety of multimedia formats</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates minimal control of grammar, mechanics, spelling, usage, and sentence formation, which interferes with understanding the text</li> </ul>