

Preparation	<p>Clear purpose Target audience clearly identified Information gathering varied/substantial/ abundant Reflection/revision purposeful – extensive</p>	<p>Implied purpose Target audience implied Information gathering varied/adequate Reflection/revision adequate</p>	<p>Purpose weak or missing Target audience not identified Information gathering weak or missing Reflection/revision not evident</p>
Content/ Knowledge	<p>Summary provides accurate, relevant, complete information Information entirely author’s own words other than appropriate citations Evidence of genuine learning – others find work useful and benefit from this product</p>	<p>Summary provides accurate information but some details not relevant Portions of information author’s own words other than appropriate citations New learning for student only – not developed or useful for others</p>	<p>Summary provides inaccurate information; many details not relevant Majority of information not in author’s own words. Citations not acknowledged. New learning not evident – not developed or useful for student or others</p>
Format/ Structure	<p>All key points tied together in a logical sequence Ideas organized effectively and flow smoothly Author’s style compelling, original and fresh Sources of information well documented</p>	<p>Most key points/facts tied together Ideas mostly organized Author’s style clear Sources of information mostly documented</p>	<p>Facts partially or not tied together Ideas lack consistency and flow Author’s style missing or weak Documentation of information sources are weak or missing</p>
Image (Communication)	<p>Significant, enriching contribution extending relevancy and meaning to the topic’s message Images highly engaging for content/audience Striking, original – insightful tone/style/theme of image use Technical quality high</p>	<p>Relevant and supportive of topic’s message Images appropriate to content/audience Tone/style/theme of images attempted but not sustained or consistent Technical quality adequate</p>	<p>Not relevant to topic – use appears mostly as “decoration” Images detracts/ inappropriate for content/audience Tone/style/theme of images not developed Technical quality below acceptable standards.</p>
Design (Communication)	<p>Creative, striking design theme maintained consistently – extending value and meaning to the message Layout has intentional balance/unity of elements and structure Fonts readable w/ no more than three styles consistently applied – creatively extends meaning of message White space, colors backgrounds, graphics used creatively and effectively -- highly engaging to message Overall design has aesthetic appeal/ease of use consistent with purpose/audience</p>	<p>Design theme appropriate for topic and audience -- pre-made templates used. Layout balance attempted. Fonts readable and appropriate. White space, colors, backgrounds, and graphics used appropriately Overall design has adequate appeal but shows some inconsistencies with purpose/audience.</p>	<p>Design theme(s) used inconsistently or inappropriately for topic and audience. Layout balance not achieved with multiple design elements not working Too many fonts used, interfering with readability, not always suitable to topic, confuses/detracts from meaning Not enough white space; use of colors, backgrounds, graphics meaning more distracting than helpful Overall design is unappealing and inappropriate for purpose/audience</p>
Interactivity (Communication)	<p>User layout orientation creative, logical, interesting with a highly engaging style. Navigation intuitive, imaginative, consistent, providing user with multiple friendly options</p>	<p>User layout orientation adequately established Navigation apparent</p>	<p>User layout orientation unclear -- user(s) easily lost Navigation confusing, not always working with users easily lost or diverted</p>