Rubric for Assessing Text Features Project

	4: Accomplished	3: Competent	2: Needs Improvement	1: Limited
Criterion: Meaningful Content/Ideas	• Topic is narrowly maintained; clearly focused on one central idea • Consistently uses relevant and accurate details	• Topic is broadly maintained; the idea could be more tightly defined • General details used, some ideas better supported than others	• Topic is inconsistently maintained • More details are needed to support main ideas	• Topic wonders and is difficult to find meaning • Insufficient and/or incorrect details are present and may not support main ideas
Criterion: Well-Organized	• Information is logically organized; draws reader in with a strong sense of direction • Clever title; engages readers and conveys the purpose for writing	• Information is sequenced in order; provides reader with a sense of direction • Clear title; conveys the purpose for writing	• Information is grouped into wide categories; provides reader with only a little sense of direction • Inadequate title; has difficultly conveying the purpose for writing	• Topic is missing necessary details; provides reader with a sense of confusion • Confusing title; does not convey the purpose for writing
Criterion: Note-taking	• Notes taken from source are complete, include relevant information	• Notes taken from source are mostly complete, include necessary information	• Notes taken from source are incomplete, does not include necessary information	• Notes are insufficient to achieve the purpose of the assignment

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Criterion: Conventions	• The writer demonstrates an excellent grasp of writing conventions • Spelling, punctuation and grammar are correct and contribute to clarity of writing	• The writer shows reasonable control of writing conventions • Minor errors in spelling, punctuation and grammar occur, but do not limit clarity of writing	• The writer shows emerging control in writing conventions • Inconsistent errors in spelling, punctuation and grammar occur and interfere with meaning of writing	• The writer shows frequent errors in writing conventions • Major errors in spelling, punctuation and grammar occur and negatively interfere with meaning of writing
Criterion: Visual Communication–"Eye-Catching"	• Engaging layout of text and graphics; a stand out design with coordinated text and appropriate and extra graphics • Excellent use of color, font style and visuals that attract reader's attention	• Adequate layout of text and graphics; a good design with text and the correct number of graphics • Good use of color, font style and visuals that are pleasing for the reader	• Inadequate layout of text and graphics; lack of awareness of the importance of design • Inadequate use of color, font style and visuals that do not invite a closer look by the reader	• Incomplete and poor use of text and graphics; little concern and or understanding of design • Poor use of color, font style and visuals that distract from the overall project and create no interest for the reader