

Rubric for a Media Product

Name: _____ Date: _____ Grade: _____

Related Expectations: _____

Evaluated by: Teacher ☐ Peer ☐ Self ☐

Criteria	Level 1	Level 2	Level 3	Level 4
Medium <ul style="list-style-type: none"> ▪ use of form ▪ purpose 	<input type="checkbox"/> few conventions of the form are used correctly <input type="checkbox"/> little evidence that images/sounds are organized purposefully	<input type="checkbox"/> some conventions of the form are used correctly <input type="checkbox"/> some evidence that images/sounds are organized purposefully	<input type="checkbox"/> most conventions of the form are used correctly <input type="checkbox"/> images/sounds are organized purposefully	<input type="checkbox"/> all conventions of the form are used correctly <input type="checkbox"/> images/sounds are organized purposefully and creatively
Message <ul style="list-style-type: none"> ▪ audience engagement 	<input type="checkbox"/> message communicated by images/sounds is unclear <input type="checkbox"/> audience is not engaged	<input type="checkbox"/> images/sounds communicate message inconsistently <input type="checkbox"/> audience is sometimes engaged	<input type="checkbox"/> images/sounds communicate and intended message <input type="checkbox"/> audience is engaged	<input type="checkbox"/> images/sounds communicate an original message <input type="checkbox"/> audience is moved
Quality <ul style="list-style-type: none"> ▪ appearance ▪ finishing touches 	<input type="checkbox"/> little evidence of attention to finishing touches <input type="checkbox"/> appearance of the product is below class standard	<input type="checkbox"/> evidence of attention to some finishing touches <input type="checkbox"/> appearance of the product approaches class standard	<input type="checkbox"/> evidence of attention to finishing touches <input type="checkbox"/> appearance of the product meets class standard	<input type="checkbox"/> evidence of careful attention to finishing touches <input type="checkbox"/> appearance of the product exceeds class standard
Process	<input type="checkbox"/> produces an initial and final product with assistance	<input type="checkbox"/> produces an initial and final product with prompting	<input type="checkbox"/> produces an initial and final product independently	<input type="checkbox"/> produces an initial product independently; uses feedback on this initial product to refine the final product

Comments and Suggestions for Improvement:

Adapted from: Cooper, D., Wakeman-Jones, N. & Blake, P. (1998). *Getting Assessment Right: Language*. Barrie, ON: Data Based Directions.