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| **SELF-EXPRESSIVE**  **COMMERCIAL** | **Novice**  ***Beginning*** | **Practitioner**  ***Developing*** | **Apprentice**  ***Accomplished*** | **Expert**  ***Exemplary*** | MCj04160740000[1] |
| Content   * 5 or more reasons to read the novel * One propaganda technique * One type of bias * Title of book * Author * A bit about the book | Students included a movie-like commercial, no propaganda or bias is present, and very little, if any, of the other required elements. | Students included movie-like commercial, there is a hint of propaganda/ bias technique, and some of the other required elements. | Students included a movie-like commercial, propaganda/ bias techniques are evident, and all of the other required elements. | Students created movie-like commercial, strong evidence of propaganda and bias technique, all required information is present as well as additional interesting information | / 10 |
| Mechanics of storyboard and presentation   * Spelling * Grammar | Storyboard is messy and presentation quality is poor with many distracting grammar and spelling errors  that distract from the presentation | Storyboard is not neat and presentation format is substandard, contains several problems with grammar and spelling | Acceptable presentation format with some problems with neatness, and only a few grammar and spelling errors | Excellent presentation in terms of format and neatness, with proper grammar and little or no spelling mistakes | / 10 |
| Effective Communication   * Style * Understanding of book * Organization * Clarity and volume of voice | Commercial does not demonstrate understanding of the book and propaganda and bias  Commercial lacks style, organization, and appeal  Students often mumble or can not be understood OR mispronounce more than one word. | Commercial communicates limited information about the book, propaganda and bias  Some parts of the commercial are well done but overall appeal is lacking  Students speak clearly and distinctly most (94-85%) of the time. Mispronounce no more than one word. | Communicates important information about the book and does a good job with propaganda and bias  Commercial is effective and interesting and easily understood  Students speak clearly and distinctly all (100-95%) the time, but mispronounce one word. | Effectively communicates the information about the book and presents it in a way that is very persuasive and engaging.  Commercial is of high quality and engaging  Students speak clearly and distinctly all (100-95%) the time, and mispronounce no words. | / 10 |
| Use of Propaganda  (glittering generalities, testimonial, bandwagon, card stacking) | Does not demonstrate a clear understanding of propaganda techniques or bias. | Somewhat demonstrates an effective use of propaganda technique and bias. | Demonstrates an effective use of propaganda technique and the type of propaganda and bias is easily identified. | Demonstrates an excellent use of propaganda techniques and bias, both of which are easily identified. | <http://mccleskeyms.typepad.com/howard/files/movie_maker_rubric.doc>  / 10 |
| Movie Design   * Storyboard * Information flow * Music * Frame speed * Movie Maker effects | Commercial is illogical and demonstrates poor use of organization and planning.  Lacks a logical flow.  Student does not use effects and/or music. Frames move too fast for audience to read. | Commercial has a logical flow of ideas and presents a satisfactory use of multimedia  Student uses effects and music that distract the audience OR frames move too fast to read. | Commercial demonstrates effective use of multimedia utilizes a variety of techniques, terms and presents a logical flow of ideas.  Student uses effects and music that complement the information in the movie. | Commercial demonstrates excellent use of multimedia, the commercial/storyboard utilizes a variety of techniques and presents a logical flow of ideas.  Student uses effects and music that enhances the information in the movie. Wow! | / 10  <http://alex.state.al.us/uploads/17301/TVCommercial%20Rubric.doc>  http://ted.coe.wayne.edu:16080/sse/wq/Nadia/Word%20Docs/CREATIVE%20PRODUCTS%20PF%20RUBRIC.doc |