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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 biasCommercial lacks style, organization, and appealStudents often mumble or can not be understood OR mispronounce more than one word. | Commercial communicates limited information about the book, propaganda and biasSome parts of the commercial are well done but overall appeal is lackingStudents 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 biasCommercial is effective and interesting and easily understoodStudents 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 multimediaStudent 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 |