

### Sample Middle Level Product Rubric

This rubric can be found in the *Assessing Projects* library.

	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Content</b>	<p>My poster demonstrates in-depth understanding of relevant concepts.</p> <p>My poster has a purpose and conveys a theme that says something important and interesting about the topic.</p> <p>The theme and purpose of my poster are surprising, original, and meaningful.</p>	<p>My poster demonstrates understanding of major concepts.</p> <p>My poster has a purpose and conveys a theme that says something about the topic.</p> <p>The theme and purpose of my poster are meaningful.</p>	<p>My poster demonstrates that there are gaps in conceptual understanding.</p> <p>My poster attempts to reflect a purpose and theme that say something important about the topic, but the theme is shallow or poorly conveyed, and the purpose is vague and confusing.</p> <p>The theme and purpose of my poster are predictable.</p>	<p>My poster shows significant gaps in conceptual understanding.</p> <p>My poster does not reflect a theme or purpose related to the topic.</p> <p>The theme and purpose of my poster are confusing.</p>
<b>Images</b>	<p>My images are relevant to the content and add meaning to the overall meaning of poster.</p>	<p>My images are relevant to the theme of the poster.</p>	<p>Some of the images relate to the content of the poster.</p>	<p>Few of my images relate to the overall poster OR my poster has no images.</p>
<b>Design</b>	<p>I effectively and creatively use lines, shapes, mass, texture, and color to make my poster interesting, attractive, and meaningful.</p> <p>My images are relevant to the content. and add meaning to the</p>	<p>I effectively use lines, shapes, mass, texture, and color to make my poster interesting, neat, and attractive.</p> <p>My images are relevant to the theme of the poster.</p>	<p>I use lines, shapes, mass, texture, and color in predictable ways, and my poster does not attract a viewer's attention.</p> <p>Some of the images relate to the content</p>	<p>My use of lines shapes, mass, texture, and color is careless and sloppy, and my poster is unattractive and unappealing.</p> <p>My poster is unbalanced and the</p>

	<p>overall meaning of poster.</p> <p>My poster is balanced, and all the elements work together to create a focused message.</p>	<p>My poster is fairly balanced and most of the elements work well together.</p>	<p>of the poster.</p> <p>My poster is slightly unbalanced and some elements detract from the overall message.</p>	<p>elements do not work together to present a unified message.</p> <p>Few of my images relate to the overall poster. OR My poster has no images.</p>
<b>Creativity</b>	<p>I include unusual, surprising, and appropriate uses of text, graphics, and design to communicate meaning in my poster.</p>	<p>I include unusual and appropriate uses of text, graphics, and design in my poster.</p>	<p>I try to include text, graphics and design in unusual ways, but they are not always effective OR My poster is generally predictable in appearance and theme.</p>	<p>The unusual elements I include in my poster are inappropriate or ineffective OR I make no attempts to include unusual elements in my poster.</p>
<b>Mechanics</b>	<p>My poster contains no spelling, grammatical or typing errors.</p> <p>My poster manipulates conventions effectively to make my poster more interesting and meaningful.</p>	<p>My poster has a few spelling or grammatical or typing errors that do not distract the reader from the meaning.</p>	<p>I have some spelling and grammatical errors that detract from the meaning of my poster.</p>	<p>Multiple errors in writing conventions distract from the meaning of my poster.</p>