

ASSESSMENT RUBRIC "DESIGNING AN ADVERT"

	4 EXCELLENT	3 GOOD	2 NEED IMPROVEMENT	1 LOW PERFORMANCE
<b>CREATIVITY &amp; ORIGINAL WORK</b>	The idea of the task and of the challenge is unique.	The idea of the task and of the challenge is not completely original.	The idea of the task and of the challenge is quite similar to other projects in the class.	The idea of the task and of the challenge have been copied.
<b>ORGANIZATION</b>	The sequence of contents in the post is well organized, logical and clear following all the missions stated in the project.	The sequence of contents in the post is well organized, although there is a step which could be defined as the odd one out. It is clear.	The sequence of contents in the digital advert is a bit difficult to follow. It is more than once unclear.	The sequence of contents in the digital presentation of the advert seems to be randomly organised.
<b>SPELLING</b> <b>(Digital Presentation: Advert)</b>	The student does not make any spelling mistakes.	The student makes 1 – 3 spelling mistakes.	The student makes 4 – 5 spelling mistakes.	The student makes 6 or more spelling mistakes.
<b>VERBAL TENSES - GRAMMAR</b>	The speaker uses the verbal tenses and the grammar structures correctly.	The speaker uses the grammar structures correctly, but the verbal tenses are not always used	The speaker uses the verbal tenses correctly, but the grammar structures are not	The speaker does not use either the verbal tenses or the grammar structures



<b>(podcast)</b>	The speaker uses the passive voice correctly.	in an adequate way.  The speaker uses the passive voice correctly most of the time.	used correctly.  The speaker does not use the passive voice correctly.	correctly.  The speaker does not use the passive voice correctly.
<b>VOICE AND RHYTHM (audios / videos)</b>	The rhythm and the intonation are the appropriate and can be easily followed.	Sometimes it is too fast or too slow for the appropriate rhythm of a conversation.	Even though there is an effort to adjust the rhythm to the one of a conversation, there are some difficulties to do so.	There is no attempt at adjusting the rhythm and intonation to the appropriate one.
<b>LEARNING DIARY (Blog)</b>	All the tasks worked throughout the unit are correctly referenced at the blog with all the details, steps, links that have been used at the challenge and at the project.	Almost all the tasks worked throughout the unit are correctly referenced at the blog with all the details, steps, links that have been used at the challenge and at the project.	Some of the tasks worked throughout the unit are correctly referenced at the blog with all the details, steps, links that have been used at the challenge and at the project.	Not all the tasks worked throughout the unit are correctly referenced at the blog with all the details, steps, links that have been used at the challenge and at the project.
<b>GOOGLE SITES</b>	All the requirements (map, videos, text and leaflets) are correctly placed at the google sites.	Three of the requirements (map, videos, text and leaflets) are correctly placed at the google sites.	Two of the requirements (map, videos, text and leaflets) are correctly placed at the google sites.	Only one of the requirements (map, videos, text and leaflets) are correctly placed at the google sites.

