

ASSESSMENT RUBRIC "MY TOWN"

Student's name: _____

	4 EXCELLENT	3 GOOD	2 NEED IMPROVEMENT	1 LOW PERFORMANCE
Creativity and originality	The idea and approach of the final outcome is singular and unique.	The idea and approach of the final outcome is singular but not unique.	The idea and approach of the final outcome is similar to other existing ones.	The idea and approach of the final outcome is a copy of others.
Organization	The sequence of contents in the video clip is well organised, logical and with clear transitions.	The sequence of contents in the video clip is quite well organised, although there is a scene which could be defined as the odd one out. The transitions are clear.	The sequence of contents in the video clip is a bit difficult to follow. The transitions are more than once unclear.	The sequence of contents in the video clip seems to have been randomly organised.
Text structure (Flyer)	The text follows a thematic unity and the corresponding connectors have been used. The text is clear and the grammar structures well thought.	The text follows a thematic unity and some relevant connectors have been used in connection with text clarity and grammar structures.	The text follows a thematic unity but no corresponding connectors have been used in connection with text clarity and grammar structures.	The text does not follow a thematic unity, and no relevant connectors have been used. The text is unclear and so are the grammar structures.
Spelling (Flyer)	The author does not make any spelling mistakes.	The author makes a few (1-3) spelling mistakes.	The author makes several (4-5) spelling mistakes.	The author makes a lot of (6 or more) spelling mistakes.
Grammar (Video Clip and Flyer)	The author makes no grammar mistakes and uses verb tenses correctly.	The author only makes grammar mistakes regarding verb tenses.	The author does not make mistakes regarding verb tenses but he/she makes other grammar mistakes.	The author makes mistakes both regarding verb tenses and other grammar structures.
Pronunciation, Rhythm and Intonation (Video)	The pronunciation is nice and both rhythm and intonation correspond to those expected in an interview, which contributes to it being followed easily.	Rhythm and/or intonation do not correspond to that expected in an interview. The author occasionally speaks either too quickly or too slowly. Pronunciation must improve.	The author makes an effort for adopting the adequate rhythm and/or intonation but it does not often match that expected in an interview. Pronunciation must improve quite a lot.	The author does not try to match the rhythm or the intonation expected in an interview. Pronunciation must improve a lot.
Digital Portfolio (Blogger)	Every outcome belonging to the various challenges is adequately uploaded or referenced in an entry within the digital portfolio. Such an entry is adequately posted (introduction, explanation, tags and conclusion).	Every outcome belonging to the various challenges is adequately uploaded or referenced in an entry within the digital portfolio. Such an entry is posted but some elements are missing (introduction, explanation, tags and conclusion).	Every outcome belonging to the various challenges is uploaded or referenced in an entry within the digital portfolio. Such an entry is not adequately posted and/or some elements are missing (introduction, explanation, tags and conclusion).	Not every outcome belonging to the various challenges is uploaded or referenced in an entry within the digital portfolio. Such an entry is not adequately posted and/or some elements are missing (introduction, explanation, tags and conclusion).

