

	1	2	3	4	Your Score
Page Design	Many pages are either cluttered or empty. There is no text/image balance. No attention paid to variation in design.	Some pages are either cluttered or empty. Inconsistent attention paid to sizing of graphics, placement of graphics and text, and text wrapping.	Most pages contain well-placed objects, with thoughtful text/image balance. Inconsistent text wrapping.	Objects on all pages are well placed and sized. Pages are not cluttered or empty. Imaginative and logical text wrapping.	
Mechanics	Text contains many spelling/grammar errors. Sentences seem disconnected, and there is carelessness throughout.	Text contains some spelling/grammar errors. Little logical structure or flow to sentences. Evidence of carelessness in writing.	Grammar and spelling are nearly flawless. Logical sequence apparent. Some wording is careless. Inconsistency in style.	Grammar and spelling are flawless and the flow provides a logical pathway of ideas. Consistent and engaging style throughout.	
Graphics	Images do not connect to text and/or are not relevant.	Images are not always relevant. Text citations are not always present and do not connect to images.	Images are mostly relevant. Text citations are usually present and identify the images.	Images are relevant, and complement the text. Each image is cited in the text and identified. The number of images is appropriate.	
Planning	Storyboard is incomplete. Little or no details about graphics, content, formatting, or effects are provided.	Storyboard lacks some important details about graphics, content, formatting, and effects.	Storyboard is mostly complete. Includes many important details about graphics, content, formatting, and effects.	Storyboard is complete. All necessary information about graphics, content, formatting, and effects is included.	
Content	Information is cursory or incorrect. Little understanding of content is evident from presentation.	Some solid information presented; however, some information is incorrect or cursory.	Information is clear and correct throughout most of presentation.	Information is well presented, clear, and correct throughout.	
Effects	Effects are limited or not present.	One or more than one type of effect is used; however, some or all effects detract from presentation.	More than one type of effect is used. Effects enhance presentation.	Effects are varied, yet cohesive, and they significantly enrich the presentation.	