**Rubric for ELA 10B Representing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| Message/Meaning | **Central, strong message** | Your message is clearly on one topic with a message that resonates with the audience. | You independently represent a clear central message. | With help your message is mostly clear and on topic. Spend time in the pre-writing stage, developing your focus fully. | Even with help you struggle to present a message that is clear and on topic. Always keep your main idea in mind and build onto it. Your pre-writing should focus on this. |
| **Logical details to support message** | You intuitively support your message with numerous logical and insightful details. | You support your message with logical details. | With help you use some logical details to support your message. Once you decide on your message, how can you add details to support it? | With much help you support your message with a few details. Think about how you can prove your point using images, details and examples from other sources. |
| **Style and voice appropriate to audience and purpose** | The style and voice of your representation resonate with your intended audience and purpose. You are willing to take some risks. | The style and voice of your representation suit your intended audience and purpose. | With help you create a representation with a style and voice that suit your intended audience and purpose. Be sure you are clear about why you are creating the representation. | You are having trouble creating a representation with a style and voice that suits your intended audience and purpose. As you work on your representation, check with others to be sure it is making sense. |
| Organization and Coherence | **Logical structures according to audience, purpose and context** | The organization of your representation enhances the desired effect on your audience, and clarifies the purpose and context of your creation. | Your representation is clearly organized in a manner that is logical to its audience, purpose and context. | With help you create a representation that is somewhat organized to suit audience, purpose and context. Review that ways representations could be organized. | You are having trouble creating a representation that is organized to suit its audience, purpose and context. Use a visual organizer to help you plan your representation. Thinks about the principles of design. |
| **Logical sequence** | Your representation is introduced in manner that immediate captivates and hooks the audience. The sequence continues to engage and inform. | Your introduction clearly identifies your topic to the audience. The representation follows a logical sequence. | With help you introduce your representation in a manner that mostly informs and engages the audience and your sequence is mostly logical. How can you be more clear and interesting? | With much help you follow a sequence in your representation. Look at introductions in other works and think about why they captivate you. How can representation be introduced? What kind of representation are you doing? How might you order it? |
| **Logical and convincing conclusions** | Your conclusion clearly and succinctly ties the parts of your representation together and strengths your message. | Your conclusion wraps up your ideas in a logical and convincing way. | With help your conclusion mostly wraps up your ideas in a logical way. How can you leave your viewers with a strong sense of closure? | You are having trouble bringing closure to your ideas in a logical and convincing way. Examine conclusions in other works to see how they are made logical and convincing. |
| Style and Language Choices | **Smooth transitions** | Your topic flows eloquently from one part to the next enhancing the overall enjoyment of the representation. You have used engaging transitions. | Your representation smoothly flows from one part to the next. You have used appropriate transitions. | With help you attempt smooth movement from one part of your representation to the next. Explore other ways to connect one idea to the next. | With much help you create some flow from one part of your representation to the next. Include your plans for transition in your map. View other representations to get new ideas. |
| **Variety of forms and technologies** | A rich variety of forms and technologies are effectively used to enhance your representation. You willingly took risks and tried something new. | You use a variety of forms and technologies to enhance your representation. | With help you somewhat vary forms and technologies to add interest to your representation. Explore options and think more about what will make your message stronger. | With much help you try a few forms and technologies to add interest to your representation. Think about how variety increases interest and attention to a topic. Explore all your options. You might need to learn some new technologies. |
| **Enhance appeal and accuracy through a variety of techniques and features** | A rich variety of techniques and features are used to create a compelling representation. You enhanced the appeal and accuracy immensely. | The appeal and accuracy of your representation is enhanced by the use of a variety of techniques and features. | With help you add some techniques and features to your representation that enhance its appeal and accuracy. Explore some new techniques and features. Consider how they will impact your message. | With much help you added a few techniques and features that begin to increase the appeal of your representation. Plan for these special techniques and features before creating your representation. |
| **Persuasive techniques** | You use organization and language cues and convention with creativity and confidence to persuade your audience of your point of view. Your details are compelling and convincing. You understand persuasive techniques fully. | When appropriate, you use organization and language cues and conventions to persuade your audience of your point of view. Your message is engaging and convincing. | With help, you can be persuasive in parts of your representation. Continue to develop your message so all parts of the representation support your point of view. How can we increase our ability to bring others to our point of view? Look at examples for more ideas. | You are having trouble using persuasive techniques in your representations. How do we persuade others to see our point of view? How do we organize our ideas to lead our audience where we want them to go? What visual and oral language can we use? |

**Feedback:**