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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** | **Engaging, focused message** | Your message is clearly on one topic and is engaging and inspires positive user action. You have made a compelling case. | You independently represent a clear central message That engages and promotes positive user action. | With help your message is mostly clear and on topic. Spend a little more time in the pre-writing stage, developing your message so it more fully promotes positive user action | 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. Remember, you are trying to make viewers take action. |
| **Organization** | **Logical and effective structures** | The organization of your website enhances the desired effect on your audience, and clarifies the purpose and context of your creation. You have taken some risks to enhance impact which still maintaining a user-friendly navigation scheme. | Your website is clearly organized in a manner that is logical to its audience, purpose and context. You have used a user-friendly navigation scheme with no dead end pages. | With help you create a website that is somewhat organized to suit audience, purpose and context. Review that ways this genre of writing could be organized so it is very user-friendly. Review other websites for ideas. | You are having trouble creating a website that is organized to suit its audience, purpose and context. Examine other websites to explore how to make your navigation very user-friendly. What makes websites easy for you to navigate? |
| **Site identification** | You have maintained clear site identification through the use of multiple design elements. You have “branded” your site with skill and impact. | You have maintained clear site identification through the use of design elements. | Your site identification is mostly clear throughout. Consider ways to really “sell” your site at all points in the navigation. What design elements can help you? | You had some trouble with your site identification. What are the ways we can make the identification of our site clear on every page? How can we maintain the focus throughout? |
| **Language choice and conventions** | **Incorporates graphics and multi-media** | A rich variety of graphics and multi-media technologies are effectively used to enhance your representation. You willingly took risks and tried something new. | You use a variety of graphics and multi-media technologies to enhance your representation. | With help you somewhat vary graphics and multi-media 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 graphics and multi-media 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. |
| **Language and style appropriate for web content** | The language and style of your text was carefully considered and developed to engage your intended audience and purpose. | The language and style of your text suit your intended audience and purpose and was appropriate for web content. | With help you create a text with language and style that mostly suit your intended audience and purpose. Working on making these decisions on your own and ensure all your language is a good fit for web content. | With much help you create a text with language and style that somewhat suit your intended audience and purpose. As you work on your website, check with others to be sure it is making sense. |

 **Website to Inform and Foster Social Action – Specific Criteria Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**General Representing Criteria**

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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** | **Logical points to support message, provide unity, coherence and emphasis** | You support your message with numerous logical and insightful details that serve to expand and develop the thesis in an interesting way. You show strong unity and coherence and thought-provoking emphasis. | You support your message with logical details (visual, written, auditory) to achieve unity, coherence and appropriate emphasis. | 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? Details should clarify the message, provide unity and coherence and give emphasis to certain aspects. | 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. Think visual, written and auditory when appropriate. What do you want to emphasize? How can you do this? |
|  | **Logical sequence** | Your representation is introduced in manner that immediate captivates and hooks the audience. The sequence consistently engages and informs. | The representation presents your message in 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 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/ organize it? |
| **Information documented** | You use a rich variety of relevant and reliable sources and confidently and accurately document them within your message. | You independently use and accurately cite a variety of current reliable sources. | With help you use and accurately cite a variety of current reliable sources. Would a graphic organizer help you do this more independently? | You are having trouble using and accurately citing some current reliable sources. Use a graphic organizer and keep track as you go! |
| **Language choice and conventions** | **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. |
| **Apply and adapt principles of composition** | You utilize the principles of composition to great advantage in order to enhance and develop your message. The integration of images, text, graphics, music and sound effects are polished and thought-provoking. | You can apply and adapt the principles of composition that vary among cultures and traditions to create coherent media products that have effective images, text, graphics, music and sound effects. | With some help, you can apply some principles of composition in order to develop your message and supporting details. Once you have completed your first draft, ask for feedback about images, text, graphics, music and sound effects and how they all work together to create a certain effect. | You are having trouble applying principles of composition to your representations. Think about things like use of space, focus and balance. Consider your message and how to organize your work to enhance that message. |

Feedback: