**Representing – ELA B30 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 focus** | Your message is clearly on one topic with a message that resonates with the audience and aligns clearly with the purpose. | You independently and clearly represent a focused, strong message. |  With help your message is mostly clear and on topic. Spend time in the pre-writing stage, developing your focus fully. Review your purpose and audience. | Even with help you struggle to present a message that is strong and central. Always keep your main idea in mind and build onto it. Your pre-writing should focus on this. Establish your audience and purpose before beginning. |
| **Logical, concise 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? |
| **Style, voice and format appropriate to audience and purpose** | The style, voice and format of your representation resonate with your intended audience and purpose. You are willing to take some risks.  | The style, voice and format of your representation suit your intended audience and purpose. | With help you create a representation with a style, voice and format that suit your intended audience and purpose. Be sure you are consistently clear about why you are creating the representation and for whom. | You are having trouble creating a representation with a style, voice and format 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 and effective structures**  | The organization of your representation enhances the desired effect on your audience, and clarifies the purpose and context of your creation. You show a strong grasp of the elements and principles of design.  | Your representation is clearly organized in a manner that is logical to its audience, purpose and context. You are utilizing the elements and principles of design. | With help you create a representation that is somewhat organized to suit audience, purpose and context. Review that ways representations could be organized. What additional elements or principles of design can you apply? | 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. Think about the elements and principles of design. |
| **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 and easy-to-follow 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? |
| **Logical and convincing conclusion** | 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. |
| **Use a variety of techniques to gain attention and deliver message** | You skillfully use a variety of techniques to capture the attention of your audience, hold it and deliver your message. You have a strong balance between creating interest and sharing ideas. | You use techniques to gain and hold the attention of the audience and deliver your message. You can explain your choices. | You used some techniques to gain your audience’s attention and explore your message. Work on applying these techniques consistently and artfully throughout. What techniques could you explore further? | You are having trouble using techniques to capture attention and explore your message. Practice each technique in isolation until you become familiar with it and then decide whether it fits your representation. |

Forms and technologies: sound, photographs, graphics, models, maps, charts, visual and auditory aids

Elements of design: colour, shape, line and texture

Techniques: questions, facts, gestures, facial expressions, anecdotes, lighting, dissolve, fade

**Feedback:**