**Rubric for Representation (Ex. Advertisement, Cartoon, Storyboard, etc.) - Grade 7**

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** | **Overall Clarity of Message & Meaning** | Your message is clear and insightful. Your ideas are detailed and strongly support your message. | You show a clear understanding of the subject matter. Your message is clear and straightforward. | Your message is apparent but unrefined. You need more ideas and information to clarify your message. Think about spend a little more time planning before you begin your representation. | You had some trouble making your message clear and focused. What are you trying to say through your representation? How can you support your ideas? |
| **Organization & Coherence** | **Legible and Neat** | Your visuals/graphics and/or text features are clear, detailed and enhance the overall message. Your representation shows careful and considered planning. | Your visuals/graphics and/or text features are clear, easily understood and support the overall message. Your representation shows evidence of planning. | Your visuals/graphics and text features are undeveloped. More attention needs to be given to details in visual/graphics. You may need support with planning. How can you support your message through your details? | You had trouble making your visual/graphics and text features clear and detailed. Before you begin your representation, really plan what you want to say and how you will organizes your visuals and text features. |
| Style & Language Choices | **Visually Accurate** | You have created a strong connection between the visual elements and the message. You have a strong grasp on visual accuracy. | You have created an obvious connection between the visual elements and the message. You spent time ensuring your chosen visual elements were accurate. | There is some connection between the visual elements and the message after assistance; more thinking before creating may help. | You had trouble connecting the visual elements and the message. Remember that every detail, image and word you create is part of the overall message. How can you plan your representation so all features support what you are trying to do? |

Feedback: