

Animal Classification i-Movie Rubric

Category	4	3	2	1
Title	Title is meaningful and inspiring	Title is appropriate	Title doesn't fit content	No title
Background X2	Background fits topic/doesn't detract from text or graphics	Background acceptable/another choice of background would better suit topic	Background does not fit topic	Background detracts from text/graphics
Text Font/Formatting	Font formats exceptional / enhance readability and content	Font formats carefully planned and enhance readability	Font format carefully planned, but hard to read	Font format extremely hard to read
Graphics	All graphics eye-catching and support the content	1 graphic is distracting or does not support the content	2 graphics are distracting or do not support the content	3 or more graphics are unattractive or distract from the content
Spelling	Zero spelling and grammar errors	1 spelling or grammar error	2 spelling or grammar errors	3 or more spelling or grammar errors
Content Accuracy X6	All content is accurate and necessary for understanding	1 factual error or includes unnecessary information	2 factual errors or important information omitted	Content confusing with 2+ errors in accuracy
Transition X2	Information sequenced to enhance transition from frame to frame	Sequence of information is acceptable	Sequence of information lacks logical placement	Sequence of information distracts from understanding
Effectiveness X3	Project overwhelmingly sparks interest in the content	Project effectively communicates the content	Project has features that hinder communication	Project is poorly planned and tends to disinterest the audience
Attribution	Pictures are attributed using correct format	1 picture is not attributed or incorrectly formatted	2 pictures lack attributes or incorrectly formatted	3 or more pictures lack attributes or incorrectly formatted
Resources X2	All resources referenced at end of product using correct format	1 error in referencing or incorrect location of reference	2 errors in referencing or incorrect locations	3 or 3+ errors in referencing or incorrect location