Sample Middle Level Product Rubric

This rubric can be found in the *Assessing Projects* library.

	4	3	2	1
Content	My poster demonstrates in-depth understanding of relevant concepts. My poster has a purpose and conveys a theme that says something important and interesting about the topic. The theme and purpose of my poster are surprising, original, and meaningful.	My poster demonstrates understanding of major concepts. My poster has a purpose and conveys a theme that says something about the topic. The theme and purpose of my poster are meaningful.	My poster demonstrates that there are gaps in conceptual understanding. My poster attempts to reflect a purpose and theme that say something important about the topic, but the theme is shallow or poorly conveyed, and the purpose is vague and confusing. The theme and purpose of my poster are predictable.	My poster shows significant gaps in conceptual understanding. My poster does not reflect a theme or purpose related to the topic. The theme and purpose of my poster are confusing.
Images	My images are relevant to the content and add meaning to the overall meaning of poster.	My images are relevant to the theme of the poster.	Some of the images relate to the content of the poster.	Few of my images relate to the overall poster OR my poster has no images.
Design	I effectively and creatively use lines, shapes, mass, texture, and color to make my poster interesting, attractive, and meaningful. My images are relevant to the content. and add meaning to the	I effectively use lines, shapes, mass, texture, and color to make my poster interesting, neat, and attractive. My images are relevant to the theme of the poster.	I use lines, shapes, mass, texture, and color in predictable ways, and my poster does not attract a viewer's attention. Some of the images relate to the content	My use of lines shapes, mass, texture, and color is careless and sloppy, and my poster is unattractive and unappealing. My poster is unbalanced and the

	overall meaning of poster. My poster is balanced, and all the elements work together to create a focused message.	My poster is fairly balanced and most of the elements work well together.	of the poster. My poster is slightly unbalanced and some elements detract from the overall message.	elements do not work together to present a unified message. Few of my images relate to the overall poster. OR My poster has no images.
Creativity	I include unusual, surprising, and appropriate uses of text, graphics, and design to communicate meaning in my poster.	I include unusual and appropriate uses of text, graphics, and design in my poster.	I try to include text, graphics and design in unusual ways, but they are not always effective OR My poster is generally predictable in appearance and theme.	The unusual elements I include in my poster are inappropriate or ineffective OR I make no attempts to include unusual elements in my poster.
Mechanics	My poster contains no spelling, grammatical or typing errors. My poster manipulates conventions effectively to make my poster more interesting and meaningful.	My poster has a few spelling or grammatical or typing errors that do not distract the reader from the meaning.	I have some spelling and grammatical errors that detract from the meaning of my poster.	Multiple errors in writing conventions distract from the meaning of my poster.