321 Introduction Rubric

Student Name _____

Category	Redo for Mastery	Approaching Mastery	Mastery	Above Mastery
Design and Layout	The author has turned in written text/an audio sample/a video sample without any visuals or multimedia to support the content.	The author has created a presentation with the necessary elements, but could improve the design and layout. The design is either overwhelming or lacks depth. Some of the design elements detract from the content. Too much text might be included or the font is difficult to read.	The author has created an engaging story that captures attention and the design and layout show thought and care. Some of the design elements may detract from the content and overwhelm with tons of effects, sounds, animations, loud colors or transitions. Too much text might be included or the font is difficult to read.	The author has created an engaging story that captures attention with the use of various multimedia. The design and layout show good use of colors, space, effects, sound, animation, and/or transitions. These elements do not detract from the content.
Presentation Requirements and Organization	The presentation is missing 3 or more of the requirements and/or is poorly organized. 4 or more of the elements are unclear and/ or are not supported with written/audio descriptions and visuals.	The presentation is missing 2 of the following: 3 personal facts, 2 favorite activities, and a dream job. The organization lacks cohesion or flow. 3 or more are not completely understood or are not supported with written/audio description and visuals.	The presentation includes 3 personal facts, 2 favorite activities, and a dream job. Not all items are supported with written/audio description and visuals. The organization for the most part has flow and cohesion but could be improved.	The presentation includes 3 personal facts, 2 favorite activities, and a dream job. The organization is cohesive and flows. Each item is understood and supported with written/audio description and visuals.
Effective Use of the Tool / App	The author does not use a tool or app in the sandbox or approved by an instructor.	The author uses a tool or app in the sandbox or approved by an instructor. The presentation shows problems with the use of the features of the tool/app. More practice is needed.	The author uses a tool or app in the sandbox or approved by an instructor. The presentation showcases a few features of the tool/app but more practice with the tool/app is needed.	The author creates a presentation that showcases various features of the tool or app in an engaging way. The author uses a tool or app in the sandbox or approved by an instructor.

Required Elements	The author has posted the presentation but is missing 4 or more of the required elements, the instructions were not followed accurately, and/or many details are missing.	The author has posted the presentation but is missing 2 or more of the required elements, the instructions were not followed accurately, and/or more details are needed. The presentation has not been embedded/posted the presentation for viewing.	The author has posted the presentation with the title, described the tool's features, discussed likes/dislikes, included the url of the presentation, and has embedded/posted the presentation. However more details are needed and/or a few of the instructions were not followed accurately.	The author has posted the presentation with the correct title format, accurately and thoroughly described the tool's features, discussed likes/dislikes, included the url of the presentation, and has embedded/posted the presentation for viewing.
	The presentation	The presentation has	The presentation follows	The presentation does

Mechanics	grammar and spelling errors that make the document nearly unreadable. The presentation does not follow the 321 format or sequence.	spelling errors that make the document nearly unreadable and/or does not follow the 321 format or sequence.	sequence. The presentation is easily understood with minor grammar and spelling errors.	following the 321 format and sequence and lacks grammar and spelling errors.