

Author Name(s): \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ /  
Eng 4 / Mr. Neff

### Brave New Worlds Project (2016-17): PRINT MEDIA Rubric

	<b>Advanced (100%)</b>	<b>Proficient (83%)</b>	<b>Developing (70%)</b>	<b>Limited (0-50%)</b>
<b>Focus &amp; Content (30%)</b>	<p><b>(30)</b> *Media focuses on a <u>well-developed central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)  *Establishes dystopian/utopian theme with <u>specific and illustrative details, events, images, dialogue, characterization</u>, etc.  <b>*Effectively uses a variety of satirical techniques to develop theme</b> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>	<p><b>(25)</b> *Media focuses on an <u>evident central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)  *Portrays dystopian/utopian theme with <u>mostly specific and developed details, events, images, dialogue, characterization</u>, etc.  <b>*Effectively uses some satirical techniques to develop theme</b> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>	<p><b>(21)</b> *Media <u>begins to develop a central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)  *Contains dystopian/utopian theme with <u>some details, events, images, dialogue, characterization</u>, etc.  <b>*Attempts to use satirical techniques to develop theme</b> but some are ineffectively used (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>	<p><b>(0-15)</b> *<u>Limited or unclear central through line</u> or theme related to a warning, problem, or technological development (utopian or dystopian angle)  *Limited dystopian/utopian theme with <u>generic details, events, images, dialogue, characterization</u>, etc.  *DOES NOT <u>effectively use satirical techniques to develop theme</u> (e.g. exaggeration, irony, juxtaposition, parody, etc.)</p>
<b>Style and Media Design (20%)</b>	<p><b>(20)</b> *<u>Visual design is creative, attractive, original, and professionally designed; no errors</u>  *<u>Visual design enhances project's themes and engages audience interest</u>  *b<u>Descriptive, precise, evocative</u>, and appropriate language</p>	<p><b>(17)</b> *<u>Visual design is interesting, attractive, original, and professionally designed; few errors</u>  *<u>Visual design communicates project's themes and engage audience interest</u></p>	<p><b>(14)</b> *<u>Visual design needs further development; notable errors</u>  *<u>Visual design communicates project themes but may benefit from some revision</u></p>	<p><b>(0-10)</b> *<u>Visual design needs further development; notable errors which detract from audience engagement</u>  *<u>Visual design struggles to communicate project themes; requires revision</u></p>
<b>Organization (20%)</b>	<p><b>(20)</b> *<u>Design effectively hooks audience's attention</u>  *<u>Narrative pacing engages audience interest</u>  <b>*Closing brings closure to story or "call to action" delivers message</b> and leaves audience with a positive impression  *<u>Uses effective structures to organize ideas</u>  *<u>Uses effective transitions</u> to connect ideas/images and to maintain the flow of ideas or narrative</p>	<p><b>(17)</b> *<u>Design hooks reader's attention</u>  *<u>Narrative pacing keeps reader's interest</u>  <b>*Closing brings closure to story</b> or "call to action" delivers message and leaves reader with an impression  <b>*Mostly organized, but one section may require revision</b>  *<u>Uses transitions that are mostly effective, but a few may be missing, awkward</u>, or interrupt flow</p>	<p><b>(14)</b> *<u>Design attempts to hook audience</u> attention with mixed results  *<u>Narrative pacing may be occasionally disrupted</u>  <b>*Closing does not bring closure to story or deliver "call to action"</b>  *<u>Multiple sections require some revision to organization</u>  *<u>Transitions are often ineffective, missing, or awkward</u></p>	<p><b>(0-10)</b> *<u>Design does not hook audience</u>  *<u>Narrative pacing disrupted</u>  <b>*Lacks closure or "call to action"</b>  *<u>Lacks effective organization</u>  *Voice is inconsistent, confused, and jumpy  <b>*Lacks effective transitions</b></p>
<b>Conventions (20%)</b>	<p><b>(20)</b> *<u>Grammar, syntax, mechanics, spelling, punctuation, and usage all correct per medium's conventions; no errors</u>  *Any conventions rules that are "broken" are done intentionally to enhance voice or characterization</p>	<p><b>(17)</b> *<u>Proficient control of grammar, etc. but contains some minor errors</u> (spelling, punctuation, or usage, etc.)  *Conventions rules may be "broken" intentionally, but may detract</p>	<p><b>(14)</b> *<u>Developing control of grammar, etc.</u>  <b>Contains multiple errors that detract from written voice and narrative</b></p>	<p><b>(0-10)</b> *<u>Limited control of grammar, syntax, spelling, punctuation, usage</u>  *<u>Significant grammatical or conventions errors</u> that detract from written voice and make content difficult to understand</p>
<b>Effort &amp; Execution (10%)</b>	<p><b>(10)</b> *I created a product that I'm proud of, and I put an "A" amount of time, effort, and thought into my project</p>	<p>*I created a good product and put forth time and effort, but I could have done better</p>	<p>*I created an average product and put forth a little time and effort</p>	<p>*I created a passable product and put minimal time or effort into my project</p>

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<b>Summary</b>	These projects could be described as: engaging, compelling, informative, interactive, expert, confident, creative, original, impressive	These projects could be described as: interesting, successful, informative, organized, effective, good	These projects could be described as: average, passable, flawed, derivative, unprepared	These projects could be described as: uninteresting, disorganized, confusing, unoriginal, unsuccessful, incomplete
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**Total = \_\_\_\_\_ of 100**

→**Deductions for not meeting content requirements:** story min. 1000 words / film or presentation min. 6 minutes  
(8 minutes for group of 3; 10 minutes for group of 4) / graphic novel or print media 6 panels / song 3 minutes