

Billboard Rubric

Achievement Level	Required Elements	Labels	Graphics - Relevance	Attractiveness	Grammar
4	The billboard includes all required elements as well as additional information	All items of importance on the billboard are clearly labeled with labels that can be read from at least 3 feet away	- creates a planning tool to organize work - meets all deadlines and allows time to deal with unexpected glitches	- combines formats or creates an original appropriate for audience - understands and can explain format criteria - understands format needs and considers all factors (personal skills, talents, needs, support, timelines) independently	- meticulous planning includes contingency arrangements for unexpected equipment breakdowns and other glitches - practices or previews for others and makes necessary changes, rehearses again - prearranges and tests setup
3	All required elements are included on the billboard	All items of importance are on the billboard but it is not clearly seen from a distance	- uses a planning tool to realistically chunk work - meets all deadlines	- considers formats, selects one appropriate for audience - understands format criteria - considers list of factors to select format - decides on format based on above criteria	- plans carefully, arranges for materials and equipment required - rehearses, practices makes some adjustments - prearranges set up
2	All but one of the required elements are included on the billboard	- little evidence note making techniques - needs assistance to select an organizer - data collections lack organization - some data unsuitable	- little evidence of advanced planning - meets some deadlines	- considers formats but makes inappropriate selection - somewhat confused about format criteria - finds list of factors to guide selection confusing	- incomplete planning, scrambles for materials and or equipment at last minute - practices, makes no changes - does last minute setup
1	Several required elements were missing	- no evidence of use of note making techniques - no evidence of use of organizers - data collected not useable for final product - too much or too little data	- no evidence of advanced planning - doesn't recognize and or adhere to timelines, requires reminders	- randomly selects format for sharing - no evidence of understanding of criteria - little or no evidence of understanding of factors to guide format selection	- little evidence of organized and thoughtful planning - no evidence of practice - set up not preplanned