

<b>CATEGORY</b>	<b>4- Exemplary</b>	<b>3- Proficient</b>	<b>2- Developing</b>	<b>1- Needs Improvement</b>
<b>Background</b>	Background does not detract from text or other graphics. Choice of background is consistent from section to section and is appropriate for the topic.	Background does not detract from text or other graphics. Choice of background is consistent from section to section.	Background does not detract from text or other graphics.	Background makes it difficult to see text or competes with other graphics on the page.
<b>Text - Font Choice &amp; Formatting</b>	Font formats (e.g., color, bold, italic) have been carefully planned to enhance readability and content.	Font formats have been carefully planned to enhance readability.	Font formatting has been carefully planned to complement the content. It may be a little hard to read.	Font formatting makes it very difficult to read the material.
<b>Graphic Use</b>	All graphics are attractive (size and colors) and support the theme/content of the presentation.	A few graphics are not attractive but all support the theme/content of the presentation.	All graphics are attractive but a few do not seem to support the theme/content of the presentation.	Several graphics are unattractive AND detract from the content of the presentation.
<b>Spelling and Grammar</b>	Presentation has no misspellings or grammatical errors.	Presentation has 1-2 misspellings, but no grammatical errors.	Presentation has 1-2 grammatical errors but no misspellings.	Presentation has more than 2 grammatical and/or spelling errors.
<b>Sequencing of Information</b>	Information is organized in a clear, logical way. It is easy to anticipate the type of material that might be on the next section.	Most information is organized in a clear, logical way. One section or item of information seems out of place.	Some information is logically sequenced. An occasional section or item of information seems out of place.	There is no clear plan for the organization of information.
<b>Content - Accuracy</b>	All content throughout the presentation is accurate. There are no factual errors.	Most of the content is accurate but there is one piece of information that might be inaccurate.	The content is generally accurate, but one piece of information is clearly flawed or inaccurate.	Content is typically confusing or contains more than one factual error.
<b>Effectiveness</b>	Project includes all material needed to gain a comfortable understanding of the topic. It is a highly effective evaluation of the title.	Project includes most material needed to gain a comfortable understanding of the material but is lacking one or two key elements. It is an adequate evaluation of the title.	Project is missing more than two key elements. It would make an incomplete evaluation of the title.	Project is lacking several key elements and has inaccuracies that make it a poor evaluation of the title.
<b>Originality</b>	Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.	Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.	Presentation shows an attempt at originality and inventiveness on 1-2 sections.	Presentation is a rehash of other people's ideas and/or graphics and shows very little attempt at original thought.