

Student Rubric for The Billboard – Visual Presentation

Criteria	Level 1	Level 2	Level 3	Level 4
Variety of pictures ▪ used to develop main idea	<input type="checkbox"/> limited variety of pictures used to develop the main idea	<input type="checkbox"/> adequate variety of pictures used to develop the main idea	<input type="checkbox"/> I used a good variety of pictures to develop the main idea	<input type="checkbox"/> excellent variety of pictures used to develop the main idea
Ideas ▪ originality ▪ interest	<input type="checkbox"/> I need help to show interesting ideas that are unique	<input type="checkbox"/> I have some interesting ideas that are unique	<input type="checkbox"/> My ideas are interesting and unique	<input type="checkbox"/> My ideas are very new, interesting and attract a lot of attention
Relevance of material ▪ connected to main idea	<input type="checkbox"/> Little of my material is about my topic and is connected to the main idea	<input type="checkbox"/> Some of my material is about my topic and connects to the main idea	<input type="checkbox"/> My material is about my topic and is connected to the main idea	<input type="checkbox"/> My material is all about my topic and is clearly connected to the main idea
Fact appearance ▪ clarity ▪ completeness ▪ neatness	<input type="checkbox"/> I need to explain the information on my billboard to make it more clear <input type="checkbox"/> Little information is complete <input type="checkbox"/> My billboard could be neater	<input type="checkbox"/> Some of the information on my billboard is clear <input type="checkbox"/> Some of my information is complete <input type="checkbox"/> Some of my work is neat	<input type="checkbox"/> My information is clear <input type="checkbox"/> My information is complete <input type="checkbox"/> My work is neat and legible	<input type="checkbox"/> My information is clear and insightful <input type="checkbox"/> My information is detailed and accurate <input type="checkbox"/> My work is very neat and esthetically pleasing
Visual Impact ▪ effectiveness of overall presentation	<input type="checkbox"/> I need some help to make my billboard stand out	<input type="checkbox"/> My billboard has some exciting details	<input type="checkbox"/> My billboard stands out	<input type="checkbox"/> My billboard stands out and is exciting

Adapted from: Scarborough Board of Education. (1996). *Designing Student Outcomes*.