



Scoring Rubric



There are a total of 100 points for this project.

Grades will be based on the rubric below. Some assignments are individual efforts and some involve participation in group work. Since each student is responsible for the success of the group, students will receive grades based on their group work as well as their individual effort. Total possible points which can be assigned for each assessment is stated in the score column.

	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
In-depth Research on Assigned Issue	Consulted less than 10% of available resources.	Consulted at least 25% of the available resources	Consulted at least 50% of the available resources.	Consulted at least 80% of the available resources.	10
Accuracy, Organization, and Effectiveness of Position Statements	Some grammar and spelling errors; Some inaccuracies; Ideas presented in random fashion with no logical organization; Does not communicate with intended audience; Incomplete bibliography or bibliography in improper format.	No more than one grammar error; No more than one spelling error; No more than one inaccuracy; Ideas presented in logical sequence but insufficient supporting evidence; Attempts to communicate with intended audience; Complete bibliography with some format problems.	No grammar or spelling errors; No inaccuracies; Ideas presented in well-organized, logical sequence; Provides substantial evidence to support position; Communicates ideas with intended audience in mind; Persuasive arguments used to gather support; Complete bibliography with no format problems.	No grammar or spelling errors; No inaccuracies; Ideas presented in logical, well-organized, creative and engaging format; Evidence to support position reflects thorough grasp of topic; Effectively communicates and persuades audience; Extensive bibliography with no format problems.	30
Technical and Persuasive Qualities of Campaign Materials	Some grammatical errors; Some spelling errors; Design does not impact intended audience; Does not convey compelling message.	Only one grammar error; Only one spelling error; Attempts to capture attention of intended audience; Attempts to convey message.	No grammar or spelling errors; Attractive design; Captures attention of intended audience; Conveys a message.	No grammar or spelling errors; Attractive; Novel approach which captures attention of intended audience; Conveys a compelling and persuasive message.	10

Accuracy, Organization, and Effectiveness of Oral Presentation	Some grammar and pronunciation errors; Unable to hear and understand speaker; Organization weak; Poor communication with audience; Inability to defend position and/or answer questions; Ineffective use of multimedia to enhance presentation.	One or fewer grammatical and pronunciation errors; Voice audible but ineffective use of tone and volume to enhance communication; Ideas logically presented; Efforts made to communicate with audience; Some ability to defend position and/or answer questions; Moderately effective use of multimedia to enhance presentation.	No grammatical or pronunciation errors; Effective use of voice to enhance presentation; Ideas logically and convincingly presented; Able to defend position and/or answer questions; Effective use of multimedia to enhance presentation.	No grammatical or pronunciation errors; Voice projection and body language used effectively to communicate with audience; Creative and attention-getting presentation of ideas; Displayed superior insight and knowledge of subject in defending position and answering questions; Creative use of multimedia to present ideas and capture audience attention.	25
Collaboration	Inadequate preparation; Inattentive and inadequate participation in group discussion; Unwilling to compromise or view issue from a different perspective.	Adequate preparation; Some participation in group discussion; Reluctant to accept compromise or view alternative viewpoints.	Extensive preparation; Involved in group discussion and willing to assume responsibility of group work; Open to compromise and alternative viewpoints.	Superior knowledge of issue being debated; Assumes leadership role in group; Actively seeks compromise by considering all viewpoints, showing respect for all opinions, and finding ways to bring opposing sides together.	25