

DIGITEXT 2011 Rubric

Critical Thinking Elements (20 possible points)				Points
<i>Statement of Purpose and/or Theme based on a Research or Creative Narrative topic</i>				0-5 pts
<i>What is unique or original about your entry? e.g., artwork, images, research, dialogue technique, etc.</i>				0-5 pts
<i>What steps did you take to impact learning or to evoke an emotion or action from the viewer?</i>				0-5 pts
<i>What impact did creating this entry have on you? (And/or what did you learn by participating?)</i>				0-5 pts
DigiText Elements (80 possible points)				
Images/Art: Original (10 points possible)				
	Points: 0	Points: 5	Points: 10	
Original Art/Images	Images are not original, e.g., clip art (not created by the student or from a family album)	Most images are original	All images are original	
Images/Art: Analysis & Composition (10 possible points - 5 points per element)				
	Points: 1	Points: 3	Points: 5	
Analysis	Photos/Art are uninteresting and/or sequence is random and/or conveys little about the theme/purpose stated in the critical thinking summary	Photos/Art are interesting and the sequence contributes to the theme/purpose statement in the critical thinking summary	Photos/Art are thought provoking and the sequence compels/enhances a greater understanding of the theme/purpose statement in the critical thinking summary	
Photo/Art Composition	For Art: Arrangements of the elements do little to allow the determination of the artist and/or to pull the viewer's eye across the photo/art piece and settle on the main emphasis of the piece. For Photos: Little or no change in angle and/or type of shot and/or photos are unfocused; little consideration to placing important ideas in foreground and secondary in background	For Art: Effort in arrangement to allow the viewer to see the artist's determination and/or to pull the viewer's eye across the piece and settle on the emphasis of the piece. For Photos: interesting angles and shots, as well as use of focus for foreground/background to interest the viewer	For Art: Excellent arrangement to allow the viewer to see the artist's determination and/or to pull the viewer's eye across the piece and settle on the emphasis of the piece. For Photos: Effectively and consistently utilizes a range of interesting angles and shots; as well as clear and effective focus between foreground/background to interest the viewer	

Written Expression: Title, Organization, Control, Mastery, Word Choice, Transitions, Original Presentation (40 possible points - 5 pts each element)

	Points: 1	Points: 3	Points: 5	
Title	Essay title is missing or unclear and does not synthesize important ideas	Title is appropriate but trite (cliched or unoriginal) but synthesizes important ideas	Title is original and enhances the synthesis of the important ideas	
Captions	Unclear captions leave the reader guessing at a summary of important details	Captions are clear and describe some important details related to the purpose/theme	Captions are compelling and lead the reader to grasp the big idea of the purpose/theme	
Organization	Distracts from the theme or is noncompelling	Conveys the theme and adequately interests the reader	Enhances the theme and captures the reader	
Control of form/Mastery of Conventions	Little control of form/ideas: significant errors in grammar and/or mechanics	Adequate control of form/ideas; few errors in grammar and/or mechanics	Excellent control of form/ideas; excellent understanding of grammar and mechanics	
Word Choice	Needs improvement in word choice that is appropriate to purpose or theme	Good sense of word choice to enhance purpose or theme	Effective use of word choice to enhance purpose or theme	
Transitions - Connections	Transitions and/or connections are random and/or lack clarity in following the theme/purpose	Transitions and/or connections are helpful in following the theme/purpose	Transitions and/or connections are very effective in support of the theme/purpose	
Original Concept	Trite (cliched or unoriginal) in presenting the theme/purpose	Concept/Presentation is original but simple in presenting the theme/purpose	Concept/Presentation is original and insightful in presenting the theme/purpose	
Idea and Focus = Engagement	The idea and focus did little to engage the reader and/or to reflect or take action	The idea and focus engages the reader but does not compel the reader to reflect or take action	The idea and focus is exceptionally developed and engages/compels the reader to reflect and/or take action	
Integration of Art/Photos and the Written Expression (10 possible points)				
	Points: 0	Points: 1 -5 points	Points: 6 - 10	
	Integration of images and written text do not effectively support each other nor the synthesis of the theme/purpose of the DigiText	Integration of images support the written text but lacks synthesis of the theme or purpose	Integration of images and text together are very effective in support and synthesis of the theme/purpose	
Intellectual Honesty (10 possible points)				
	Points: 0	Points: 1 -5 points	Points: 6 - 10	
	No citation and/or plagiarism (DISQUALIFY)	Images and sources are cited, but without proper format; credits available; references available	Reference, images, and sources are cited properly; credits reflect all work by others and/or self in correct format	
			TOTAL POINTS (100)	