**Persuasive Product Rubric**

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| **Criteria** | **100** | **85** | **70** | **50** | **0** |
| **Content** | Content is derived from the content with other sources providing support. Everything is interconnected and presented as a whole. | Content is connected to weeks readings and represents the issues at hand. | Content is weakly connected to the weeks reading and partially connected to the issues at hand. | Content is vague and undefined, not related to issues at hand. | Content is not reflective of the issues from the reading and materials. |
| **Claims** | Claims are present, organized and integrated throughout the entire product strongly presenting the content. | Claims are presented and coherent, representing the content. | Claims are present but disconnected and vaguely allude to the content. | Claims made are not related to the content. | Claims are not made |
| **Evidence** | Evidence is present, supports the claims in a coherent and powerful manner driving the points home. | Evidence is present and used to support claims | Evidence is present, not always linked to claim and does not always provide support; vague. | Evidence is referenced but not explicitly used to support the claim; vague and lacking substance. | No evidence present. |
| **Multimedia** | Multimedia is used to present a cohesive argument, enhancing the product and elevating its use to make educational claims. | Multimedia is present and used effectively. | Multimedia is used sparsely but helps support the claims, though is often lacking. | Multimedia is scattered, used sparingly; the product is mainly text. | There is no multimedia present. |
| **Professional** | The product is a professional creation designed to be used in a current school board meeting and represents the authors best work. | The product is a professional creation designed to be presented, but is not ready for use. | The product is disconnected and is lacking in grammar and professional look, but still acceptable as a “project” submission. | The product contains multiple grammar mistakes, is discombobulated and lacks a cohesive professional feel. | The product is a train wrekc not suitable for the front of a refrigerator. |
| **Citations** | Product contains 5 or more citations supporting the evidence and claims presented. | Product contains 4 to 5 citations to support the evidence and claims presented. | Product contains 3 or less citations to support the evidence and claims presented. | Product mentions references, but nothing is directly cited by the presentation. | No citations present. |