

Kids 4 Critters Product Rubric

Team Members (list each): _____

Title of Product: _____

Runtime: _____

Category	Expert- 4	Proficient - 3	Apprentice- 2	Novice-1
Content	Covers topic in depth with details and examples; subject knowledge is excellent; focuses on an important concept.	Includes essential knowledge about the topic. Subject knowledge is good; focuses on an important concept.	Includes essential information about the topic but there are 1-2 factual errors; focus may be unclear.	Content is minimal OR there are several factual errors; focus is unclear.
Effort	Showed great effort and collaborated effectively with team members throughout the entire process to create a final product.	Showed acceptable effort and collaborated with team members through most of the process to create a final product.	Showed some effort and attempted to collaborate with team members through the process to create a final product.	Showed minimal effort, did not attempt to collaborate with team members through the process to create a final product.
Originality	Product shows a large amount of original thought and critical thinking. Ideas are creative and inventive.	Product shows some original thought and critical thinking. Work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thought or critical thinking.	Uses other people's ideas but does not give them credit.
Appearance	Makes excellent use of color, graphics, effects, etc. to enhance the presentation	Makes good use of color, graphics, effects, etc. to enhance the presentation	Makes some use of color, graphics, effects, etc. to enhance the presentation/ these occasionally detract from the content.	Use of minimal color, graphics, effects, etc. were used to enhance the presentation/Use of graphics etc. often detract from the content.
Mechanics	Correct grammar, spelling, and punctuation are evident throughout the project.	A few errors in grammar, spelling, & punctuation that don't detract from the content & meaning of the project.	Some errors in grammar, spelling, & punctuation are present and detract somewhat from the content and overall meaning of the project.	Frequent errors in grammar, spelling, and punctuation detract from the content and overall meaning of the project.