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| **8-2E: Social Media App Writing Assignment - Evaluation Criteria:** | | | | |  |
| **Categories** | **Level 4**  **(80-100%)** | **Level 3**  **(70-79%)** | **Level 2**  **(60-69%)** | **Level 1**  **(50-59%)** | |
| **Knowledge/Understanding** |  |  |  |  | |
| Includes information from the graphic organizer | Includes 9+ sections from the graphic organizer | Includes 6-8 sections from the graphic organizer | Includes 4-5 sections from the graphic organizer | Includes fewer than 4 sections from the graphic organizer | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| **Communication** |  |  |  |  | |
| Writes 200-300 words and has multiple paragraphs | Presentation is 200—300 words and has multiple paragraphs | Presentation is 150-200 words and has multiple paragraphs | Presentation is 100-150 words and has multiple paragraphs | Presentation is less than 100 words and may not have multiple paragraphs | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| Uses correct grammar and vocabulary | Uses language with a high degree of success | Use language with considerable success | Uses language with some success | Uses language with limited success | |
| **/3 marks** | 2.4-3 marks | 2.1-2.3 marks | 1.8-2 marks | 1.5-1.7 marks | |
| **Application** |  |  |  |  | |
| Uses images and formats them effectively | Includes at least 4 images and formats them with a high degree of success | Includes at least 3 images and formats them with considerable | Includes at least 2 images and formats them with some success | Includes fewer than 2 images and formats them with limited success | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| Uses a title, headings, and font | Includes a title, at least 4 headings, and appropriate font and font size | Includes a title, at least 3 headings, and appropriate font and font size | Includes a title, at least 2 headings, and appropriate font and font size | Does not have a title, headings, or appropriate font and font size | |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks | |
| Final grade:  **/23 marks** | Descriptive Feedback:  Here is your feedback for each section of the rubric:  **Knowledge/Understanding**   * You included all the information from the graphic organizer. Nice work! * You included some of the information from the graphic organizer. You are missing the app name, company name, background, starting date, features, device options, revenue, user numbers   **Communication**   * You wrote 200-300 words with multiple paragraphs. * You have a few language and grammar errors, but they don’t distract from your ideas. * At times, your language and grammar errors make it difficult to understand your ideas. * More editing would help you fix the errors. * To improve your grammar, you can work on   **Application**   * You included at least 4 images. * Your images look nice inserted within the text. * You could improve their formatting by embedding them within the text. * You don’t have any images. * You used a title, headings, and a good font choice. This really made your assignment look nice. * You only have 3 headings. * You have headings, but you are missing a title. | | | | |