

PRODUCT RUBRIC

Do You Want to Be President?

	Exemplary 16-20 points	Accomplished 11-15 points	Developing 6-10 points	Beginning 1-5 points	Your Score
Candidate Biography	Biography addresses all the necessary elements. Clear and well organized. Candidate appears real.	Biography addresses some of the necessary elements. Follows a good organization pattern.	Biography has some good ideas. Lacks the necessary credentials to make this candidate seem real.	Biography is poorly organized and difficult to understand. Not believable..	
Multimedia Presentation	Little or no grammatical errors in the presentation. Clear and organized. Easy to follow. Good use of visual displays.	Few spelling and grammatical errors in the presentation. Good organization. Some use of visual displays.	Several spelling and grammatical errors in the presentation. Needs more organization.	Many spelling and grammatical errors in the presentation. Poorly organized. Lacks creativity.	
Individual Grade:					
Biography + Presentation Total:					
Party Platform	Platform was well written and all positions were convincing and realistic.	Platform was organized. Issues were addressed, but candidate not completely convincing.	Platform had some organization. Issues were mentioned, but position was not clear.	Platform was poorly organized. Did not cover the 5 necessary issues.	
Multimedia Presentation	Little or no grammatical errors in the presentation. Clear and organized. Easy to follow. Good use of visual displays.	Few spelling and grammatical errors in the presentation. Good organization. Some use of visual displays.	Several spelling and grammatical errors in the presentation. Needs more organization.	Many spelling and grammatical errors in the presentation. Poorly organized. Lacks creativity.	
TOTAL GROUP GRADE:					
Average of Completed Tasks, Teamwork, Time Management, & Resources:					

Time Management	No class time was wasted. Effectively used the time available.	Most of class time was used effectively. Little time was wasted.	Used some of class time effectively.	Did not use class time effectively. Focus was not on projects	
Use of Resources	Used all of the resources provided.	Used many of the resources provided.	Used some of the resources provided.	Did not use the resources provided.	
Individual Grade:					
Platform + Presentation Total:					
Political Speech	Speech is well written and is easily understandable.	Speech addresses the necessary elements.	Speech needs more organization. Begins to address the necessary requirements.	Speech is difficult to understand. Not organized and does not address the necessary requirements.	
Videotaped Presentation	Poorly organized. Lacks creativity. Did not address the necessary elements.	Has some creative elements. Needs more organization. Addresses some of the necessary elements.	Contained most of the necessary elements. Good organization. Delivery of speech good.	Clear and organized. Easy to follow. Good use of inflection in delivery of speech. Candidate seems believable.	
Individual Grade:					
Speech + Presentation Total:					

Ad Campaign	Ad campaign has little original idea. Only includes one part of the necessary requirements.	Ad campaign needs more development. Only includes two parts of the necessary requirements.	Ad campaign has some elements of creativity and can be recognized as a political ad campaign.	Ad campaign is highly creative and has the appearance of an actual political ad campaign.	
Videotape & Multimedia Presentation	Many spelling and grammatical errors in the presentation. Poorly organized. Lacks creativity.	Several spelling and grammatical errors in the presentation. Needs more organization.	Few spelling and grammatical errors in the presentation. Good organization. Some use of visual displays.	Little or no grammatical errors in the presentation. Clear and organized. Easy to follow. Good use of visual displays.	
Individual Grade:					
Ad Campaign + Presentation Total:					
Reflection Paper	Few questions answered. Answers not complete. Contains many spelling or grammatical errors.	Some questions answered. Many answers were complete. Some spelling or grammatical errors.	Many questions answered. Answers were complete and well stated. Few spelling or grammatical errors.	All questions answered in a complete and thoughtful manner. No spelling or grammatical errors.	
TOTAL INDIVIDUAL GRADE:					
Average of Your Project + Reflection Paper:					

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