

Rubrics: "Happy Birthday Dr. King!"<sup>©</sup> Birthday Card Contest

CATEGORY	4	3	2	1
<b><u>Attractiveness</u></b>	The card is exceptionally attractive in terms of design, layout, and neatness.	The card is attractive in terms of design, layout and neatness.	The card is acceptably attractive though it may be a bit messy.	The card is distracting and messy or very poorly designed. It is not attractive.
<b><u>Originality &amp; Creativity</u></b>	Several of the graphics used on the card reflect an exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the card reflect student creativity in their creation and/or display.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
<b><u>Graphics – Relevant &amp; Accurate</u></b>	All graphics are related to the topic and make it easier to understand. All borrowed graphics have source citations. Information is accurate.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have source citations. Information is accurate.	All graphics relate to the topic. Most borrowed graphics have source citations. Information is accurate.	Graphics do not relate to the topic OR several borrowed graphics do not have source citations. Information is inaccurate.
<b><u>Clarity of Graphics</u></b>	Graphics are all in focus and the content easily viewed and identified from 3 ft. away.	Most graphics are in focus and the content easily viewed and identified from 3 ft. away.	Most graphics are in focus and the content is easily viewed and identified from 2 ft. away.	Many graphics are not clear or are too small.
<b><u>Directions Followed</u></b>	The card follows all directions.	The card follows all, but one of the directions.	The card follows all, but two of the directions.	Several directions were not followed
<b><u>Grammar</u></b>	There are no grammatical mistakes on the card.	There is 1 grammatical mistake on the card.	There are 2 grammatical mistakes on the card.	There are more than 2 grammatical mistakes on the card.