Assessment rubric – Year 7: Clear messaging in digital media

| **Student:** |  | **Teacher:** |  | **Date:** |  |
| --- | --- | --- | --- | --- | --- |

|  | **Emerging [1]** | **Expected [2]** | **Exceeding [3]** | **Score** |
| --- | --- | --- | --- | --- |
| **Planning** | Chosen:   * A logo from the selection provided * A colour * A font | Chosen:   * A **suitable** logo that **reflects** the charity’s theme * **One** colour that **reflects** the charity’s theme * A font that is clear to read * A position and size for the logo that is appropriate on **one slide** | Chosen:   * Colours that **reflect** the charity’s theme and are **complementary** * A font that **reflects** the charity’s theme * A position and size for the logo that is suitable for **all slide layouts** |  |
| **Implementation**  **Branding** | * Recolour a logo * Set the background colours of **all** slides * Example text is added to **some** slide placeholders * Font style, size, and colour are **all** set | * Recolour a logo using colours that **reflect** the charity’s theme * Shades of the colour used on all slides are consistent **and** colours **reflect** the theme * Example text is added to **all** slide placeholders * Text is readable | * The original logo outline can still be seen * **Complementary** colours are used for the background and fonts * **Descriptive** example text is added to **all** slide placeholders |  |
| **Implementation**  **Adding content** | * Text is added to **all** slides * An image has been added to the **correct** slide | * Chosen text **relates** to the charity * Text is positioned in the correct frame and the design styles have been **maintained** * Chosen image **relates** to the charity and is sized to match the placeholder | * Text is to the point and **communicates** the key message * Chosen image **relates** to the text on the slide and enhances the message |  |
| **Evaluation** | * A description of what went well | * The completed digital artefact is reviewed against the plan * Comments are made about what was learnt from creating the poster that helped when creating the presentation | * Suggestions are made for how the plan or presentation could have been improved |  |

| **Student comment** |  |
| --- | --- |
| **Peer feedback** |  |
| **Student response to feedback** |  |

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