**Media Creation Rubric**

**ENG 4C**

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|  | **Level 4 5** | **Level 3 4** | **Level 2 3** | **Level 1 2½** |
| ***Knowledge***  ***Understanding of book’s characters, events, and ideas is evident*** | **Excellent understanding of key concepts; characters & events are expertly demonstrated through the product / explanation.** | **Good understanding of key concepts of the book exhibited through product; characters & events are well demonstrated in the creation / explanation of the product** | **Satisfactory understanding and demonstration of elements in the product** | **Some understanding and demonstration of elements in the product** |
| ***Thinking***  ***Deeper connections are evident through product or explanation*** | **Excellent explanations of themes and deeper connections; exceptional representation of events, symbols, themes, and / or characters** | **Major themes & connections are well considered; thoughtful representation of events, symbols, themes, and / or characters** | **Satisfactory explanation of themes, connections, events, etc.** | **Some explanation of themes, connections, events, etc.** |
| ***Communication***  ***Format for chosen medium is appropriate and used properly*** | **Excellent layout and organization in product; product is exceptionally appealing and effective** | **Format and layout are well organized, structured, and presented; product appeals to the audience** | **Satisfactory format and layout; product is somewhat appealing** | **Better use of format / layout would improve product, which could be more appealing** |
| ***Application***  ***Creativity of product and links to book are clear and evident*** | **Product is exceptionally creative with excellent links between the book and created media** | **Good use of creative elements; good links between your book and the product completed** | **Satisfactory creativity and links are evident** | **Some creativity and links are evident** |

**D. Rautiainen & class 2011**