

CHOICE BOARD RUBRIC

Project Element	4 Points	3 Points	2 Points	1 Point
Topic	Topic is indicated and clearly reflects content.	Topic is indicated but is too broad or does not reflect content.	Topic is indicated but is too broad and does not reflect content.	No topic is indicated.
Purpose	Clearly states the purpose and significance of the social issue presented.	States the purpose of the social issue but does not indicate the significance.	Attempts to present the significance and purpose of the social issue, but lacks supporting details.	Does not clearly state the purpose or significance of the social issue.
Content	Product is original and visually pleasing.	Product is original but missing visual elements.	Product is original but no care was taken to make the product visually pleasing.	Product is adapted from another source.
Main & Supporting Points	Points are fully developed and well organized.	Points are not fully developed, but organization is clear.	Points are fully developed, but organizational problems are evident.	No clear points, no clear organization.
Mechanics	The content generally includes correct grammar, spelling, accurate punctuation, and capitalization.	No more than two grammar, spelling, capitalization, or punctuation errors are evident.	No more than four grammar, spelling, capitalization, or punctuation errors are evident.	Five or more grammar, spelling, capitalization, or punctuation errors are evident.