

Water Ethic Rubric

Category	4 - Exemplary	3 - Proficient	2- Emerging	1- Unsatisfactory
Introduction	The introduction presents the overall topic and draws the audience into the presentation with compelling questions or by relating to the audience's interests or goals.	The introduction is clear and coherent and relates to the topic.	The introduction shows some structure but does not create a strong sense of what is to follow. May be overly detailed or incomplete.	The introduction does not orient the audience to what will follow.
Content - Accuracy	All content throughout the presentation is clear and accurate. There are no factual errors.	Most of the content is accurate. There may be one or two facts that are not accurate.	The content is vague and inaccurate. Includes mostly persuasive information with few facts.	Information is incomplete, out of date, and/or incorrect.
Main Idea and Supporting Details	The presentation has a clear main idea and includes all the supporting details needed to gain a thorough understanding of the topic.	The presentation includes a main idea and most of the material needed to gain an adequate understanding of the topic but is lacking one or two key elements, or some of the information may not seem to fit.	The content lacks a clear point of view and logical sequence of information. It is an incomplete evaluation of the topic.	The presentation has no main idea and is lacking many key elements. It is a poor evaluation of the topic.
Internet Sources	The sources of information are cited and the audience can determine the credibility and authority of the information presented.	Most sources of information are cited and the audience can determine the credibility and authority of most of the information presented.	Several of the sources are missing which makes it difficult to determine credibility.	There is no way to check validity of information presented.
Originality	Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique way.	Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.	Several of the slides show originality and inventiveness.	Presentation shows very little originality or inventiveness.

Sequencing of Information	Information is organized in a clear and logical way. It is easy to anticipate the type of material that will come next.	Most information is organized in a clear logical way. One element may seem out of place.	Some information is logically sequenced. More than one element seems out of place.	There is no clear plan for the organization of material.
Text- Font Choice & Formatting	The fonts are easy to read and point size varies appropriately for headings and text. Use of italics, bold, and indentations, enhances readability. Background and colors enhance readability. Text is appropriate in length for the target audience and to the point.	Sometimes the fonts are easy to read, but in a few places the use of fonts, italics, bold, and/or long paragraphs detracts and does not enhance readability.	Overall the readability is difficult with lengthy paragraphs, too many fonts, dark or busy backgrounds, overuse of bold or lack of appropriate indentations of text.	The text is extremely difficult to read with long blocks of text and small point sizes of fonts, inappropriate contrasting colors, poor use of headings, subheadings, or bold formatting.
Graphics, Sound and/or Animation	The graphics, sound and/or animation assist in presenting an overall theme and enhance understanding of concept, ideas, and relationships. There is a consistent visual theme. Images are proper size, resolution.	The graphics, sound, and/or animation visually depict material and assist the audience in understanding the flow of information or content. Images are proper size, resolution.	Some of the graphics, sounds, and/or animations seem unrelated to the topic/theme and do not enhance the overall concepts. Images are too large/small in size. Images are poorly cropped or the color/resolution is fuzzy.	The graphics, sounds, and/or animations are unrelated to the content. Graphics do not enhance understanding of the content, or are distracting decorations that create a busy feeling and detract from the content.
Writing Mechanics	The text is written with no errors in grammar, capitalization, punctuation, and spelling.	The text is clearly written with little or no editing required for grammar, punctuation, and spelling.	Spelling, punctuation, and grammar errors distract or impair readability. (3 or more errors)	Errors repeatedly distract the reader and major editing and revision is required.