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| --- | --- | --- | --- | --- |
| **Project** | 1-Emerging | 2-Developing | 3-Proficient | 4-Extending |
| **Visual**  Ads are clear, in colour and large enough to see details | formatting is awkward/difficult to analyze | formatting needs work; no colour, too small, unclear | formatting is appropriately clear and large; in colour | Excellent formatting; creatively presented |
| **Writing** | 1-Emerging | 2-Developing | 3-Proficient | 4-Extending |
| **Length**  15 descriptive/ analyzing sentences+  Introduction & conclusion | Less than 13 sentences | Less than 15 sentences; possibly no intro/conclusion sentences | 15-16 sentences including an intro & conclusion sentence; some reactions | 17+ sentences including an intro & conclusion sentence; many reactions |
| **Detail and information x8**  Descriptions, analysis, opinions, comparisons, expression | Very limited detail | Includes some detail | Appropriate detail; good analysis, expresses many opinions/ comparisons, etc… | Extra detail; deep analysis, expresses many opinions/ comparisons, etc… |
| **Accuracy**  Writes complete sentences using structures provided. | Structures are inaccurately copied; difficult to discern meaning | Structures are accurately copied; very repetitive | Structures are accurately copied with correct adaptations | Structures are accurately copied with correct adaptations and risks |
| **Mechanics**  Writes using correct spelling, punctuation capitalization, accents.  Correctly uses past/future tense & single/plural accords. | Mechanics errors hinder the meaning | Mechanics errors may interfere with meaning or flow | Mechanics errors do not interfere with meaning or flow | Almost no mechanics errors |
| **TOTAL** | **/24** | | | |