

# Literary Branding Remix Rubric

Criteria	Ratings					Pts
Modes of communication	Uses 5 modes 10 pts	Uses 4 modes 8 pts	Uses 3 modes 6 pts			10 pts
Branding video or a website	Exemplary 30 pts	Satisfactory 24 pts	Needs work 15 pts	Unsatisfactory or missing 0 pts		30 pts
Additional Project Components	6 additional components 10 pts	5 additional components 8 pts	4 additional components 5 pts	Fewer than 4 additional components 3 pts	No additional components 0 pts	10 pts
Uses design to make the project appealing and easy to read, hear, and/or view	Exemplary 10 pts	Satisfactory 8 pts	Needs work 5 pts	Unsatisfactory 0 pts		10 pts
Documentation	All graphics and other content that are not your own work are documented, with credit given to the author/creator. 10 pts	Several assets are incorrectly documented or missing documentation. 5 pts	Documentation missing or incorrect throughout. 0 pts			10 pts
Uses unique strategies and details that are clever, original, creative and/or imaginative	Exemplary 10 pts	Satisfactory 8 pts	Needs work 5 pts	Unsatisfactory 0 pts		10 pts
Risktaking	Demonstrates a willingness to take risks. 10 pts	Takes some risks, but could do more. 5 pts	Takes the safe path, generally avoiding risks 0 pts			10 pts
Accuracy and Correctness	No errors 10 pts	No more than 3 errors 8 pts	No more than 5 errors 6 pts	No more than 7 errors 4 pts	More than 7 errors 0 pts	10 pts
<b>Total Points: 100 pts</b>						