

Scoring Rubric for Project Reset Creative Project Contest Entry

Name/Grade: \_\_\_\_\_

School: \_\_\_\_\_

Scoring Criteria	Exceptional = 3	Adequate = 2	Minimal = 1	Does not meet = 0	Total Score
<b>The project conveys the messaging outlined in the contest.</b>	Project clearly and artistically conveys the message of the contest.	Project conveys the message of the contest	The message of the project poorly relates to the contest. Minimal effort went into the project.	The project has no message related to the contest. Nominal effort went into the project.	
<b>Overall effectiveness of messaging – the project captures the attention of the audience; is visually interesting and engaging; and is well crafted with an aesthetic quality (uses the project to trigger a mood, response, or feeling by the viewer).</b>	The project has five of the following: <ul style="list-style-type: none"> <li>• Captures attention</li> <li>• Visually interesting</li> <li>• Engaging</li> <li>• Well crafted</li> <li>• Has aesthetic quality</li> </ul>	The project has three or four of the following: <ul style="list-style-type: none"> <li>• Captures attention</li> <li>• Visually interesting</li> <li>• Engaging</li> <li>• Well crafted</li> <li>• Has aesthetic quality</li> </ul>	The project has two of the following: <ul style="list-style-type: none"> <li>• Captures attention</li> <li>• Visually interesting</li> <li>• Engaging</li> <li>• Well crafted</li> <li>• Has aesthetic quality</li> </ul>	The project has zero or one of the following: <ul style="list-style-type: none"> <li>• Captures attention</li> <li>• Visually interesting</li> <li>• Engaging</li> <li>• Well crafted</li> <li>• Has aesthetic quality</li> </ul>	
<b>Creativity and originality</b>	Exceptionally clever and unique in showing deep understanding of the project goals.	Thoughtfully and uniquely presented; clever at times in showing understanding of the project goals.	A few original touches enhance the project to show some understanding of the project goals.	Shows little creativity, originality and/or effort in understanding the project goals.	
<b>Understanding of content</b>	Shows a sophisticated understanding of the desired outcome of the project.	Shows an understanding of the desired outcome of the project.	Displays a somewhat limited understanding of the desired outcome of the project.	Does not show an understanding of the desired outcome of the project.	

Comments:

Total Score:    /12