

Social Media Innovation

	Exemplary 4	Advanced 3	Proficient 2	Developing 1	Not Evident 0
<p>Objective</p> <p>What was your purpose for creating this project? Does your project clearly meet the Objective(s) you identified? Does the project add value to the classroom, school and/or district?</p>	<ul style="list-style-type: none"> The objective for the project is clearly stated. The project exceeds the intended objective and is an invaluable resource. 	<ul style="list-style-type: none"> The objective for the project is clearly stated. The project clearly meets the intended objective and extends or enhances the classroom, school and/or district. 	<ul style="list-style-type: none"> The objective for the project is stated. The project appears to have met the intended objective and is valuable. 	<ul style="list-style-type: none"> The objective for the project is implied but not stated. The project loosely meets the intended objective. There is no added educational value as a result of this project. 	<ul style="list-style-type: none"> The objective for the project is unclear. The project appears to have no connection with the intended objective.
<p>Content</p> <p>Does your presentation stay focused on an information topic? Does it inform the audience about the topic? Are ideas/information presented clearly?</p>	<ul style="list-style-type: none"> Covers topic in depth with details and examples. Subject knowledge is excellent. 	<ul style="list-style-type: none"> Includes essential knowledge about the topic. Subject knowledge appears to be good. 	<ul style="list-style-type: none"> Includes essential knowledge about the topic. Subject knowledge appears to be good with minimal factual errors. 	<ul style="list-style-type: none"> Content is minimal OR there are several factual errors. 	<ul style="list-style-type: none"> Project content & information is in question. Does not inform; does not stay focused on the topic. Content is not presented clearly.
<p>Structure & Organization</p> <p>Is your project organized and easy to follow?</p>	<ul style="list-style-type: none"> Content is well organized using headings or bulleted lists to group related material. Flow of material shows superior effort. 	<ul style="list-style-type: none"> Format is organized and easy to follow. Content placement appears well-thought out and organized appropriately. 	<ul style="list-style-type: none"> Content is logically organized for the most part. Project structure is good and appears to flow well. 	<ul style="list-style-type: none"> Portions of the content may be in need of better organization. Quality and flow are needing some improvement. 	<ul style="list-style-type: none"> There was no clear or logical organizational structure, just lots of facts. The organization was difficult to follow.
<p>Mechanics</p> <p>How is the technical functionality? Did you check your grammar and usage?</p>	<ul style="list-style-type: none"> Exceptional! Technically sound. No errors in spelling, grammar, punctuation. 	<ul style="list-style-type: none"> Technical function is good. No errors in spelling, grammar, punctuation. 	<ul style="list-style-type: none"> No errors in spelling, grammar, punctuation. 	<ul style="list-style-type: none"> Spelling, grammar, punctuation errors are very minor, with little distraction. 	<ul style="list-style-type: none"> Technical function needs improvement. Includes 4+ errors in grammar, spelling and/or punctuation.
<p>Creativity and Design</p> <p>Is your project interesting? Did screen design, graphics, backgrounds, transitions enhance the project? Are there interesting special effects? Originality?</p>	<ul style="list-style-type: none"> Product shows a large amount of original thought. Ideas are creative and innovative. 	<ul style="list-style-type: none"> Excellent sense of creativity and design. Graphic elements enhance and support the presentation of content. Transitions and special effects aid in delivery of the presentation. 	<ul style="list-style-type: none"> Good use of graphics and/or other design elements. Evidence of originality and creativity enhance the content presented. 	<ul style="list-style-type: none"> Uses other people's ideas (giving them credit), but there is little evidence of original thinking. Minimal use of design elements. Lots of text, little use of other elements such as graphics or pictures. Transitions, special effects, etc. do not reinforce or enhance ideas presented. 	<ul style="list-style-type: none"> Use of elements detracts from presentation. Graphics, color schemes, transitions, backgrounds, etc. disrupt flow. Special effects missing or excessive.
<p>Oral Presentation</p> <p>Did you communicate effectively with the audience and the judges? Did you make eye contact and speak clearly and loudly? Were you enthusiastic and knowledgeable about your topic?</p>	<ul style="list-style-type: none"> Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery. Presentation was well-rehearsed. Voice, eye contact and pacing held the attention of the audience. 	<ul style="list-style-type: none"> Delivery was clear. Communication of ideas was good. Good eye contact was made. 	<ul style="list-style-type: none"> Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. Voice projection was adequate with very few mispronounced words, or "um's" and "likes". 	<ul style="list-style-type: none"> Communication of the idea was broken and hard to follow. Voice projection was low with several mispronounced words, or "um's" and "likes". Eye contact was infrequent. Presenter failed to introduce himself/herself and/or the project. 	<ul style="list-style-type: none"> Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction. Communication of the main idea was broken and hard to follow.
<p>Copyright</p> <p>Is Copyright law followed? Were all works, including those that were self-authored cited? Were proper permissions granted for the use of copyrighted work?</p>	<ul style="list-style-type: none"> All sources are cited. All documentation is provided. Copyright statements & permissions are included. All legal requirements are met and sources cited. <p>Note: A score of 4 in this category is required to place.</p>				<ul style="list-style-type: none"> Copyright Law violations are evident. All works, including those that were self-authored were not cited. Permissions for use of music, pictures, or other media were not provided. <p>Note: A score of 0 in this category prevents the ability to place.</p>