**Daily Breeze Design Rubric**

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|  | Exemplary =9-10 points each | Proficient = 7-8 points each | Below standard = 5-6 points each | Did not demonstrate =0-4 points each | Total points |
| Selection and Sketches | Alt story forms are well thought out and four different sketches are provided | Alt story forms lack some definition —four sketches are provided | Alt story form options are weak — sketches are incomplete or are too similar in content and design | Alt Story Forms were not descriptive and lack substance — not all sketches are provided | \_\_\_\_ / 10 |
| Writing and Execution | Alt is well written and type is formatted effectively | Alt is complete, but has some writing and/or type formatting issues | Alt has many writing errors and type formatting problems | Alt is incomplete, lacks clear writing and needs formatting | \_\_\_\_ / 10 |
| Graphic Components | Incorporates all components necessary to the Alt story form used | Alt is missing one vital component for the Alt story form used | Alt is missing two vital components for the Alt story form used  | Alt does not use enough graphic components and fails to inform and enhance the main story | \_\_\_\_ / 10 |
| Creativity | Alt was well planned and showcases visual appeal | Good overall plan and visual appeal — some visual enhancements could be made | Some key opportunities for creativity and visual appeal were missed — need improvements to color and type  | Alt lacks overall creativity and visual appeal — little attention was given to type, color and design | \_\_\_\_ / 10 |
| Research | Alt was well researched and adds information and context to the overall story | Alt is missing some information that would add depth and context to the story | Alt is missing key research that would enhance the information and make the story more interesting | Alt uses little to no outside research to add depth and context to the overall story  | \_\_\_\_ / 10 |
| Total points |  |  |  |  | \_\_\_\_ / 50 points |