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| Category | Expert – 4 pts | Proficient – 3 pts | Apprentice – 2 pts | Novice – 1 pt |
| Content | Covers topic in depth with details and examples; subject knowledge is excellent; focuses on an important concept(s) | Includes essential knowledge about the topic. Subject knowledge is good; focuses on an important concept(s) | Includes essential information about the topic but there are 1-2 factual errors; focus may be unclear | Content is minimal OR there are several factual errors; focus is unclear |
| Effort | Product shows a great amount of time spent and very careful, neat work | Product shows a good amount of time spend and careful, neat work | Product shows some amount of time spent and is lacking neatness | Product shows a minimal amount of time spent and is lacking neatness |
| Originality | Product shows a large amount of original thought and critical thinking. Ideas are creative and inventive. | Product shows some original thought and critical thinking. Work shows new ideas and insights. | Uses other people’s ideas but includes some original thought or critical thinking. | Uses other people’s ideas and nor original thought or critical thinking. |
| Appearance | Makes excellent use of color, graphics, effects, etc. to enhance the product. | Makes good use of color, graphics, effects, etc. to enhance the product. | Makes some us of color, graphics, effects, etc. to enhance the product, but occasionally these detract from it. | Use of minimal color, graphics, effects, etc. to enhance the product. Often these detract from it. |
| Mechanics | Correct grammar, spelling, and punctuation. | 1-3 errors in grammar, spelling, and punctuation. | 3-5 errors in grammar, spelling, and punctuation. | More than 5 errors in grammar, spelling, and punctuation. |