

EXAMPLE: POOR RUBRIC FOR A POEM POSTER

- Too many criteria, with redundancies (e.g., having a title is counted in two different criteria)
- Criteria based on the task directions, not the learning outcome
- Performance-level descriptions based mostly on counting

	4	3	2	1	0
Title	Title is in large letters and is creative	Title is in large letters and fits content	Title is in medium letters and fits content	Title is too small or does not describe the content	No title
Grammar	No grammatical errors	1 grammatical error	2 grammatical errors	3–6 grammatical errors	More than 6 grammatical errors
Mechanics	Correct capitalization and punctuation	1 error in capitalization or punctuation	2 errors in capitalization or punctuation	3–6 errors in capitalization or punctuation	More than 6 errors in capitalization or punctuation
Graphics creativity	Several very creative graphics	1 or 2 very creative graphics	Graphics are based on designs of others	Graphics are cut and pasted from another source	No graphics
Graphics topic	All graphics are related to the topic	All but 1 of the graphics are related to the topic	Most of the graphics are related to the topic	A few of the graphics are related to the topic	No graphics are related to the topic
Required elements	Poster includes student name, type of poem, title, correct rhyme scheme, graphics, and is attractive	All but 1 of the required elements are present	Most of the required elements are present	Few of the required elements are present	Most of the required elements are missing
Content	Poem uses correct format and rhyme scheme for its type	Poem mostly fits the correct format and rhyme scheme for its type	Poem fits about 50% of the correct format and rhyme scheme for its type	Poem fits less than 50% of the correct format and rhyme scheme for its type	Poem does not fit the type identified