

ELAR 8 Picture Book Project Rubric

Coach Danner

Category	4	3	2	1
Concept – idea is clever, needed in the industry, important in some way, shows real effort or promise, understanding of age range and the market.	Very Best. Original clever, or thoughtful. Most impressive concept (text, illustration, or combination).	Good. The ideas show understanding of the market, the audience and a desire to address it in a new way.	Fair. Ideas show understanding of the market & the <u>perhaps</u> the audience Concept may be too close to another book already studied, or lack development.	Concept is too close to another book already studied (in nearly all of its elements) and so lacking an original concept, or is completely undeveloped.
Formatting – includes layout, neatness, spacing, pacing, pagination, margins, spelling, placement.	Fantastic – in all ways seems professional.	Very good. A few errors that do not detract from the beauty and overall appreciation.	Errors in the areas noted are NOW noticeable. It affects the appreciation of the product.	The errors may detract from the storyline’s impact, and upset the overall reader experience.
Illustrations – fitting for the content & mood, ideal for the story, <u>neat</u> , regularly placed and spaced, an essential part of book.	Perfect fit for this book and its storyline. Above and beyond in: neatness, pacing, spacing, suitability, etc.	Good job. Illustrations are an integral part of the book, fit the topic, and are properly paced and spaced well.	Fair Job. There are a few issues in one or more of these: neatness; how the illustrations match the text; how it fits on the page or other.	Little effort was made to integrate fully into the book illustrations that are: suitable, neat, or that regularly match the mood or content of the text.
Story – engaging, appropriate topic, geared correctly to a specific age range. With a voice/style. Works for kids/adults. Unified storyline, etc.	Ideal for the age range indicating research, clever and engaging for children AND adults, and written with a style and voice. Best work.	Engaging and proper for age range. Does not work on two levels for adults as well but is written in a strong voice. Good work.	At least one major problem with storyline: inappropriate topic; lacks sense; may not hold interest; too repetitive; shifting voice/POV; or other.	More than one major problem with storyline which detracts from overall product. Story is: inappropriate; lacks sense; does not hold interest; or other.
Unity/Critical Thinking – font & its size, arrangement of all elements, color and overall style fit each other & content in a thoughtful cohesive way.	Thoughtful and fully unified – all parts are cohesive and reflect one another. Professional attempt that fully demonstrates planning and critical thinking.	Thoughtful and fully unified – all parts but one are cohesive and reflective of one another. Professional attempt that demonstrates planning and critical thinking.	Picture book attempts to be unified. Two major elements may not match other elements, still demonstrates critical thinking but more work is needed.	Picture book lacks unity and elements seem put together hastily or without serious thought, indicating a lack of critical thinking, planning, strategizing.
Effort – includes overall look, handing in <u>all</u> materials on time, working with others IF a group project, improvement, attitude, quality of handouts, neatness...	Fantastic effort, neatness, timeliness in <u>all</u> handouts and in project overall, strong collaborator if in group project. Demonstrates true learning of the picture book process.	GOOD effort, neatness, timeliness in <u>MOST</u> handouts and in project overall. Collaborated if in group project. Demonstrates learning of the picture book process.	FAIR effort, neatness, timeliness in <u>SOME</u> handouts and/or in project overall. May/not have collaborated much in group project. Shows some learning of the picture book process	LITTLE effort, neatness, timeliness in <u>MANY</u> handouts and/or in the project overall. May not have collaborated much if in group project. Demonstrates some/ little learning of the picture book process