

## GoogleTreks™ Rubric for K-12 Students

Attribute	Novice	Developing	Exemplary
<b>Accuracy and Importance of Content</b>	Content not relevant OR important	Content accurate but not important	Content accurate AND important
<b>Content Shows Student Understanding of Curriculum</b>	Content shows superficial understanding of the curriculum	Content shows clear understanding of the curriculum	Content shows comprehensive and deep understanding of curriculum
<b>Clarity of Purpose</b>	No purpose stated	Purpose stated	Purpose and relation to curriculum stated clearly
<b>Use of Web 2.0 Tools</b>	Uses only Google Maps	Uses Google Maps and one other Web 2.0 tool	Uses Google Maps and many other Web 2.0 tools
<b>Use of Graphics and Multimedia</b>	No graphics, sound, or movies included	A few graphics, audio files, or movies are included	Extensive graphics, sound, or movies included
<b>Sequencing of Information</b>	Sequencing is inaccurate or unclear	Sequencing is generally clear	Sequencing is clear & basic information precedes complex information.
<b>Copyright Citation</b>	No citations are provided	Some citations are provided	All citations are provided
<b>Mechanics</b>	Many spelling and punctuation errors present	A few spelling and punctuation errors present	No spelling and punctuation errors present
<b>Font and Readability</b>	Font too large, too small, or difficult to read	Appropriate font used	Font appropriate for audience and easy to read
<b>Structure and Organization</b>	Little organization evident	Some organization evident	Well structured and organized for given audience
<b>Artistry or Presentation</b>	No consideration for design or artistry	Some consideration for design or artistry	Consistent, pleasing design with unique features
<b>Overall Effectiveness as Assessment Tool</b>	Not effective as an assessment tool. Content not aligned with curricular area to be assessed.	Somewhat effective as an assessment tool. Content aligned with curricular area to be assessed.	Highly effective as an assessment tool. Content clearly aligned with curricular area to be assessed.