# Assessment rubric – Year 7: Clear messaging in digital media

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| **Student:** |  | **Teacher:** |  | **Date:** |  |

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|  | **Emerging [1]** | **Expected [2]** | **Exceeding [3]** | **Score** |
| **Planning** | Chosen:* A logo from the selection provided
* A colour
* A font
 | Chosen:* A **suitable** logo that **reflects** the charity’s theme
* **One** colour that **reflects** the charity’s theme
* A font that is clear to read
* A position and size for the logo that is appropriate on **one slide**
 | Chosen:* Colours that **reflect** the charity’s theme and are **complementary**
* A font that **reflects** the charity’s theme
* A position and size for the logo that is suitable for **all slide layouts**
 |  |
| **Implementation****Branding** | * Recolour a logo
* Set the background colours of **all** slides
* Example text is added to **some** slide placeholders
* Font style, size, and colour are **all** set
 | * Recolour a logo using colours that **reflect** the charity’s theme
* Shades of the colour used on all slides are consistent **and** colours **reflect** the theme
* Example text is added to **all** slide placeholders
* Text is readable
 | * The original logo outline can still be seen
* **Complementary** colours are used for the background and fonts
* **Descriptive** example text is added to **all** slide placeholders
 |  |
| **Implementation****Adding content**  | * Text is added to **all** slides
* An image has been added to the **correct** slide
 | * Chosen text **relates** to the charity
* Text is positioned in the correct frame and the design styles have been **maintained**
* Chosen image **relates** to the charity and is sized to match the placeholder
 | * Text is to the point and **communicates** the key message
* Chosen image **relates** to the text on the slide and enhances the message
 |  |
| **Evaluation**  | * A description of what went well
 | * The completed digital artefact is reviewed against the plan
* Comments are made about what was learnt from creating the poster that helped when creating the presentation
 | * Suggestions are made for how the plan or presentation could have been improved
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| **Student comment** |  |
| **Peer feedback** |  |
| **Student response to feedback** |  |

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