



Media-Making Rubric: Maps

Mix and match the categories and benchmarks below to make a rubric that fits your needs. Share your expectations with your students as they begin their projects.

TOPIC, TITLE AND DESCRIPTION

Exemplary	Proficient	Partially Proficient	Incomplete
The topic is place-based. The title and description clearly communicate the purpose of the map.	The map's topic is identified and the description is clearly written.	The map has a title and description, but the topic or purpose of the map is not very clear.	The topic and purpose are not clear. The map is missing the description.

CONTENT

Exemplary	Proficient	Partially Proficient	Incomplete
High level of science concept understanding is apparent. Information is accurate and concise.	Information is accurate and concise.	Some information is inaccurate or unclear.	Information is inaccurate or absent.
The scientific terms used are appropriate for the content and enhance the map.	Scientific vocabulary is appropriate.	Scientific vocabulary is adequate.	Scientific vocabulary is absent or inappropriate for the audience.
The information included in the map is educational. The tone and vocabulary are appropriate for the intended audience.	The intended audience can understand the map.	The project reaches the intended audience, but isn't educational.	The project doesn't reach the intended audience.
Creativity and original content enhance the purpose of the map in an innovative way.	Creative elements are included, but don't enhance the purpose of the map. Creative elements don't distract from the content or purpose.	Creativity is lacking and doesn't enhance the content and/or purpose of the map. Creative elements may distract from the content or purpose.	No creative elements are included, or the types of creative elements used are inappropriate or distract from the content and/or purpose of the map.

IMAGES/ VIDEO

Exemplary	Proficient	Partially Proficient	Incomplete
The images and/or video contribute to an effective presentation by enhancing key points and helping to explain the topic.	The images and/or video are helpful in communicating the content.	The images and/or video aren't always helpful in communicating the content.	The images and/or video distract from the science content.
All images/video were either created by the producer or have appropriate evidence and documentation for copyright clearance.	All images and/or video have either been created by the media producer or are copyright cleared. Appropriate evidence of copyright clearance and/or attributions are missing.	Use of copyrighted works is problematic.	Copyright infringement is obvious.

TECHNICAL PRODUCTION

Exemplary	Proficient	Partially Proficient	Incomplete
Each placemark has a title that identifies its content. All placemarks are in the correct locations.	Placemarks have titles and are in the correct locations.	Some placemarks have unclear titles or are in the wrong locations.	Most of the placemarks are in the wrong locations and/or the map is missing key placemarks.
All placemarks include images that are appropriate and properly cited.	Most placemarks include images but are missing citations or not appropriate use.	The majority of placemarks are missing images.	No images are included.
All placemarks contain links that connect and elaborate on topic.	Almost all of the placemarks contain appropriate links.	Placemarks contain links that are not relevant or related to the topic.	None of the placemarks contain links.
Includes at least one short video that elaborates on content.	Includes video that is connected to the topic, but does not enhance map content.	Video included is not relevant.	Missing video.

GROUP/ PARTNER WORK

Exemplary	Proficient	Partially Proficient	Incomplete
Group members collaborated and participated equally in development of the project.	Group members participated equally, but there was not much collaboration or sharing of ideas.	All group members contributed, but in unequal proportions. A few members did the majority of the work.	Some group members did not contribute to project ideas or discussions.
Completed assigned tasks and shared insights and skills with the group.	Completed assigned work.	Completed some of the assigned work, but relied heavily on others to complete the project.	Did not complete assigned work.

CREDITS

This rubric was adapted from **Rubric for Podcasts** <http://www.uwstout.edu/soe/profdev/podcastrubric.html> by Ann Bell under the [Creative Commons Attribution-Noncommercial 3.0 United States License](https://creativecommons.org/licenses/by-nc-sa/3.0/)

ABOUT THE TOOLKIT

This resource is a component of the Media-Making Toolkit for Science Education, developed by KQED Education Network. The Toolkit includes instructions, worksheets and rubrics to assist educators in implementing media-making projects with students.

For a complete listing of the resources in KQED's Media-Making Toolkit, please visit www.kqed.org/quest/education

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