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Mr. Wall

Student: _____

Rubric: W200 Instructional eBook - Final Product - Fall 2015

This rubric is used for evaluating the instructional ebook project in course W200 Using Computers in Education

Overall Design					
	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Visuals and Templates	Missing No submission	Poor The eBook includes some visuals but the template was not appropriate for the material or age of reader.	Fair The eBook is missing TWO of the following components: 1. The cover and the template of the eBook are appropriate. 2. All pages contain necessary visuals to enhance readers' comprehension of the content. 3. The design demonstrates author's originality and insight.	Good The eBook is missing ONE of the following components: 1. The cover and the template of the eBook are appropriate. 2. All pages contain necessary visuals to enhance readers' comprehension of the content. 3. The design demonstrates author's originality and insight.	Excellent All components are present: 1. The cover and the template of the eBook are appropriate. 2. All pages contain necessary visuals to enhance readers' comprehension of the content. 3. The design demonstrates author's originality and insight.
Length					
	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Length	Missing No submission	Poor The eBook has 3-4 pages or fewer (excluding book cover, teacher page and citations).	Fair The eBook has 5-6 pages (excluding book cover, teacher page and citations).	Good The eBook has 7-8 pages (excluding book cover, teacher page and citations).	Excellent The eBook has 9 or more pages (excluding book cover, teacher page and citations).
Interactivity					
	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Interactive Elements	Missing	Poor	Fair	Good	Excellent

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	The eBook contains no multimedia resources nor widgets.	The eBook contains multimedia resources (i.e., videos and images) but no widgets. OR The multimedia resources or widgets are not related to the content.	The eBook is missing TWO of the following components: 1. Meaningful multimedia resources (i.e., videos and images); 2. More than five interactive widgets (e.g., word search, slide show, quizzes); 3. The multimedia resources/widgets are well distributed through the eBook.	The eBook is missing ONE of the following components: 1. Meaningful multimedia resources (i.e., videos and images); 2. More than five interactive widgets (e.g., word search, slide show, quizzes); 3. The multimedia resources/widgets are well distributed through the eBook.	The eBook includes: 1. Meaningful multimedia resources (i.e., videos and images); 2. More than five interactive widgets (e.g., word search, slide show, quizzes); 3. The multimedia resources/widgets are well distributed through the eBook.
Copyright					
	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Citation	Missing No submission	Poor The majority of resources are not cited properly, and the citations are not well organized. The list of citations is significantly incomplete.	Fair Many resources are not cited properly and the citations are not well organized. The list of citations is minimally incomplete.	Good Most of the resources are cited properly, but the citations are not well organized. There are no missing citations.	Excellent All resources (e.g., images, text, clip art, etc.) are cited properly and the list of citations are well organized. There are no missing citations.
Content Appropriateness					
	Missing 0 pts	Poor 2 pts	Fair 3 pts	Good 4 pts	Excellent 5 pts
Appropriateness	Missing No submission	Poor The content and resources are missing ALL of the following requirements: 1. Age appropriate. 2. Relevant to the standards and topic of the book. 3. Additional scaffolding was provided to help the reader grasp the content.	Fair The content and resources are missing TWO of the following requirements: 1. Age appropriate. 2. Relevant to the standards and topic of the book. 3. Additional scaffolding was provided to help the reader grasp the content.	Good The content and resources are missing ONE of the following requirements: 1. Age appropriate. 2. Relevant to the standards and topic of the book. 3. Additional scaffolding was provided to help the reader grasp the content.	Excellent The content and resources are: 1. Age appropriate. 2. Relevant to the standards and topic of the book. 3. Additional scaffolding was provided to help the reader grasp the content.
Presentation Style					

	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Engagement & Originality	Missing No submission	Poor The eBook presents little creativity and originality. It is plain and predictable.	Fair The eBook is somewhat engaging and presents some originality.	Good The eBook is very engaging. The topics and opinions are thoughtfully presented. It presents a good originality.	Excellent The eBook is extremely engaging and presents full originality (less than 20% content were copied from other sources) . It uses a unique approach that truly enhances the understanding of the topic.
Grammar/Language					
	Missing 0 pts	Poor 4 pts	Fair 6 pts	Good 8 pts	Excellent 10 pts
Grammar/Language	Missing The language in the ebook does not make sense at all. OR No submission.	Poor The language in the ebook is hard to understand. There are a lot of grammatical errors.	Fair The language in the ebook is understandable. There are some grammatical errors.	Good The language in the ebook is logical, fluent, and easy to understand. There are few grammatical errors.	Excellent The language in the ebook is logical, fluent, and easy to understand. There is no grammatical error.

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