**This Brand Is Your Brand Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Category or component of assignment | Description of student work |  |  |  |  |
| **How can you teach your theme to readers?** |  |  |  |  |  |
| **How can your theme define your staff?** |  |  |  |  |  |
| **How can your theme guide coverage in your book?** |  |  |  |  |  |
| **How can your theme guide marketing and advertising?** |  |  |  |  |  |
| Total points |  |  |  |  | \_\_\_/ points |