**Multimedia Online Feature Rubric**

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| Category or component of assignment | Language from CCSS Standard | **Exemplary**  **Exceeding Standard** | **Proficient**  **Standard Met** | **Below standard**  **Approaching Standard** | **Standard Not Met** | **Total points** |
| Organization | Introduce a topic; organize complex ideas, concepts, and information to make important connections and distinctions; include formatting (e.g., headings), graphics (e.g., figures, tables), and multimedia when useful to aiding comprehension. | Clearly introduced the topic. Organized complex ideas, concepts, and information so that each new element builds on that which precedes it to create a unified whole. Included formatting, graphics, and multimedia when useful. | Clearly introduced the topic and previewed the ideas to come. Organized complex ideas, concepts, and information to make important connections and distinctions. Included formatting, graphics, and multimedia to help the reader understand the text. | Clearly introduced the topic and previewed the ideas to come. Organized ideas, concepts, and information into broader categories. Included formatting, graphics, and multimedia to help the reader understand the text. | Introduced the topic, previewing what is to follow. Organized ideas, concepts, and information. |  |
| Style | Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing. | Established and maintained a formal style and objective tone most appropriate to the discipline of the writing and targeted audience.  Writing is objective (shows no bias), follows perfect AP Style, follows effective newswriting style  Grammar is excellent | Established and maintained a formal style and objective tone appropriate to the discipline of the writing. | Maintained a formal style of writing. | Maintained a formal style through most of the writing. |  |
| Technology | Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically. | Used technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information. Linked to highly relevant and credible information and displayed information flexibly and dynamically.  Writing is submitted online with hyperlinks of researched materials and a well-done multimedia element included. | Used technology, including the Internet, to produce, publish, and update individual or shared writing products. Linked to other information and displayed information flexibly and dynamically. | Used technology, including the Internet, to produce and publish writing. Linked to other information. | Did not successfully use technology to produce and publish writing. Did not successfully link to other information. |  |
| Research | Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. | Gathered highly relevant information from multiple highly authoritative and credible print and digital sources using advanced search effectively. Showed evidence of assessing the strengths and limitations of each source in terms of task, purpose, and audience. Integrated information and text selectively to maintain flow while avoiding plagiarism or overreliance on any one source.  Sources are appropriate and used ethically and fact-checked for accuracy.  Research is integrated into the writing smoothly and sourced properly. | Gathered relevant information from multiple authoritative print and digital sources using advanced search effectively. Showed evidence of assessing the usefulness of each source in answering the research question. Quoted or paraphrased to avoid plagiarism or overreliance on any one source and followed a standard format for citation. | Gathered relevant information from multiple print and digital sources. Showed evidence of assessing the credibility of each source. Quoted or paraphrased to avoid plagiarism and provided basic bibliographic information. | Gathered relevant information from print and digital sources or prior knowledge. Assessed the credibility of some sources. Provided a list of sources. |  |
| Total points |  |  |  |  |  | \_\_\_/ points |