









TechnoEarth Rubric

	Needs Improvement Level 1	Good Level 2	Great Level 3	Excellent Level 4
Cause 	The cause is incomplete or missing.	The cause is described but lacks a connection to human activity.	The cause of the problem is described and forms a connection to human activity.	The cause of the problem is described concisely and forms a connection to human activity that is easily understood.
Effect 	Effect section is incomplete or missing. Images are not suitable or missing.	Two effects are described. Images illustrate the effects.	Two effects are described and show an understanding of the content. Images are icons that represent the data effectively.	Two effects are described concisely and show an understanding of the content. Images are icons that represent the data effectively and are well-formatted.
Facts 	Slide deck is incomplete or missing.	Slide deck includes two facts.	Slide deck includes two interesting facts that are compelling.	Slide deck includes two interesting facts that are compelling and eye-catching.
Stakeholder 	Stakeholder graphic organizer is incomplete or missing.	Involvement of 3 stakeholders is partially explained using a graphic organizer. Parts of the graphic are not easy to understand.	Involvement of 3 stakeholders is explained using a graphic organizer. Graphic is easy to understand.	Involvement of 3 stakeholders is briefly but thoroughly explained using a graphic organizer. Graphic is easy to understand and conveys a message quickly.
Thematic Map 	Map is incomplete or missing.	Map pinpoints places related to the issue, with a description, and photo. Some marker icons related to the topic.	Map accurately pinpoints places related to the issue, with a brief description, and photo. Marker icons are customized to relate to the topic.	Thematic map accurately pinpoints places related to the issue, with a brief well-phrased description, and relevant photo. Marker icons relate to the topic and express information visually.
Solutions 	Solution section is incomplete or missing.	Two solutions are identified with a link to an organization. Icons represent each solution.	Two solutions are explained with a link to a reputable organization. Icons are original and represent each solution.	Two solutions are clearly and concisely explained with a link to a reputable organization. Icons are original, high-quality, and represent the solution.
Organization 	Sections are not logically sequenced. Headings are unclear or missing.	Sections are logically sequenced. Some headings identify information clearly.	Sections are logically sequenced and design elements divide information. Headings identify information clearly.	Sections are logically sequenced and design elements divide information creatively. Catchy headings identify information and grab attention.
Purpose 	Infographic does not raise awareness about an environmental issue.	Infographic raises awareness about an environmental issue.	Infographic is informative and raises awareness about an environmental issue.	Infographic is informative, raises awareness about an environmental issue, and inspires action.