# Introduction to Computer Applications

## Keep Technology Alive Rubric

| Criteria | Beginner (1 pts) | Novice (2 pt) | Intermediate (3 pts) | Expert (4 pts) | Score |
|---|---|---|---|---|---|
| Advocacy Group Logo | The logo is not clear and minimally includes only one of the required components (text, graphic, at least three colors). | The logo is clear, and includes only one of the required components (text, graphic, at least three colors). | The logo includes two of the required components (text, graphic, at least three colors). | The logo includes text, a graphic, and at least three colors. | ___/4 |
| Research | The video and/or multimedia presentation, persuasive statement, and other additional products created don't address the majority of the research questions in the project research sheet and statement requirements. | The video and/or multimedia presentation, persuasive statement, and other additional products created only address 1/3 of all of the research questions in the project research sheet and statement requirements. | The video and/or multimedia presentation, persuasive statement, and other additional products created address 2/3 all of the research questions in the project research sheet and statement requirements. | The video and/or multimedia presentation, persuasive statement, and other additional products created appropriately address all of the research questions in the project research sheet and statement requirements. | ___/4 |
| Video and/or Multimedia presentation | The video and/or multimedia presentation includes one type of component (images, video, title slides, audio/music, transitions, video effects). | The video and/or multimedia presentation minimally includes a few types of components (images, video, title slides, audio/music, transitions, video effects). | The video and/or multimedia presentation efficiently includes a few types of components (images, video, title slides, audio/music, transitions, video effects). | The video includes a variety of components (images, video, title slides, audio/music, transitions, video effects) in a well-presented manner. | ___/4 |
| Persuasive Statement | The persuasive statement lacks supporting evidence and inadequately supports the company's main argument. | The persuasive statement is minimally supported by evidence, and the company's main argument is unclear. | The persuasive statement is supported, but the company's main argument is not concise. | The persuasive statement is effectively supported with relevant evidence and the company's main argument is clearly represented. | ___/4 |
| Overall Media Packet | The media packet created on the wiki does not contain the majority of the required components. | The media packet created on the wiki contains a few of the required components. | The media packet created on the wiki contains most of the required components. | The media packet created on the wiki presents all of the required components in a single, cohesive display. | ___/4 |
| Comments: | | | | | Total: ___/20 |