

Postcard

Name: _____

	4. Distinguished	3. Proficient	2. Apprentice	1. Novice
Writing-Ideas: Includes interesting and informative details	Writing had quality details which were interesting and supported the main idea.	Writing had many details that supported the main idea.	Writing had few details that supported the main idea.	Writing had no details.
Writing-Letter Form: Greeting, body, closing, correct words, correct order	Letter had a greeting, body, and closing in the correct order. Letter used the correct words.	Letter had a greeting, body, and closing. The letter was written in the correct order.	Did not have all three parts or parts were in the wrong order. Used the wrong words in one part of the letter.	Did not have all three parts of a letter. Used the wrong words more than one time. Parts of the letter were in the wrong order.
Design-Creativity and Originality: Creative design and original artwork	Design was unique and interesting. Used more than five original media items.	Design was original. Used three to five original media items.	Made a few changes to background or layout. Used one or two original media items.	Used only design templates. Media and ideas were not original.
Media-Graphics: Backgrounds, illustrations, photographs, diagrams, and/or animation	Used the same colorful background for the entire project. Graphics made ideas in the project easy to understand.	Used the same background for the entire project. Used graphics that matched the topic.	Used too many different backgrounds. One or two graphics did not match the topic.	Did not use backgrounds. Graphics did not match the topic.

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___ My writing has interesting and informative details that support the main idea.

___ My letter has a greeting, body, and closing in the correct order.

___ My project is creative and original.

___ My project has graphics that show information.