

eCards Assessment Rubric – Ontario Media Literacy

Expectations	Criteria	Level 4	Level 3	Level 2	Level 1
<p>Knowledge/Understanding</p> <p>Demonstrate an understanding of a variety of media texts</p>	<ul style="list-style-type: none"> • Uses the Internet and online research material 	Uses the eCards website to research climate issues and their importance with a high degree of accuracy	Uses the eCards website to research climate issues and their importance with considerable accuracy	Uses the eCards website to research climate issues and their importance with some accuracy	Uses the eCards website to research climate issues and their importance with limited accuracy
<p>Thinking/Inquiry</p> <p>Identify some media forms and explain how the conventions and techniques associated with them are used to create meaning</p>	<ul style="list-style-type: none"> • Chooses graphics for their eCard that support the title and message 	Chooses carefully and appropriately the graphics for their eCard	Chooses with considerable effectiveness the graphics for their eCard	Chooses with some effectiveness the graphics for their eCard	Chooses with limited effectiveness the graphics for their eCard
<p>Communication</p> <p>Create a variety of media texts for different purposes and audiences</p>	<ul style="list-style-type: none"> • Makes an effective eCard suited for its intended audience • Uses language and tone appropriate to the audience • Writes persuasive text 	Communicates ideas accurately and persuasively in a way that is appropriate to the audience	Communicates ideas with considerable accuracy and persuasiveness in a way that is mostly appropriate to the audience	Communicates ideas with some accuracy and persuasiveness in a way that is somewhat appropriate to the audience	Communicates ideas with limited accuracy and persuasiveness, with limited appropriateness to the audience
<p>Application</p> <p>Create a variety of media texts using appropriate forms, conventions and techniques</p>	<ul style="list-style-type: none"> • Makes and sends a cohesive and visually effective eCard 	Applies knowledge and skills with a high degree of effectiveness	Applies knowledge and skills with considerable effectiveness	Applies knowledge and skills with some effectiveness	Applies knowledge and skills with limited effectiveness