



Teacher Rubric Unit 2 PT1

Student Name: _____

Date: _____

Section #: _____

Unit 2 Performance Task: Web Redesign and Social Media Campaign Rubric and Checklist

Deliverables:

1. The student roles and responsibilities were defined in the team contract.	Yes	No
2. The web redesign included appropriate changes to increase diversity in the industry.	Yes	No
3. The social media campaign plan included the required components.	Yes	No
4. The student completed all of the required tasks in the web page and social media presentation.	Yes	No

Relational skills and Personal Attributes:

5. The student demonstrates effective teamwork habits which include the following:			
a.	ability to work well with others	Yes	No
b.	ability to exercise leadership	Yes	No
c.	ability to resolve conflict	Yes	No
d.	respect for individual differences	Yes	No
6. The student demonstrates effective independent work habits which include the following:			
a.	responsibility	Yes	No
b.	self-discipline	Yes	No
c.	adaptability	Yes	No

Quality Indicators	Meets or Exceeds Expectations	Not Yet or Inconsistently Meets Expectations	Does Not Meet Expectations	Comments
Applied Knowledge: Critical Thinking Skills	The web redesign and social media campaign plan demonstrate all of the requisite skills, including <ul style="list-style-type: none"> critical thinking creativity 	The web redesign and social media campaign plan demonstrate some of the requisite skills, but do not demonstrate the skills checked:	The web redesign and social media campaign plan do not include enough evidence of the requisite skills to demonstrate applied knowledge.	

<p>Applied Knowledge: Career-Related Technical Skills</p>	<ul style="list-style-type: none"> • ability to make sound decisions • ability to solve problems effectively • ability to reason logically • ability to plan well • ability to organize ideas well • ability to work with team members • ability to define and follow roles and responsibilities 	<ul style="list-style-type: none"> <input type="checkbox"/> critical thinking <input type="checkbox"/> creativity <input type="checkbox"/> ability to make sound decisions <input type="checkbox"/> ability to solve problems effectively <input type="checkbox"/> ability to reason logically <input type="checkbox"/> ability to plan well <input type="checkbox"/> ability to organize ideas well <input type="checkbox"/> ability to work with team members <input type="checkbox"/> ability to define and follow roles and responsibilities 	<p>The student's choice of a manufacturing company does not demonstrate enough of the requisite skills of applied knowledge.</p>	
<p>Executive Skills</p>	<p>The student's choice of an appropriate manufacturing company clearly demonstrates the student has the required depth of skills to make an appropriate decision. These skills include</p> <ul style="list-style-type: none"> • developing background knowledge about the manufacturing industry • understanding key concepts about the manufacturing industry 	<p>The student's choice of a manufacturing company demonstrates the student has some of the required skills, but still is unable to make an appropriate decision for the web page redesign and does not demonstrate the following skills:</p> <ul style="list-style-type: none"> <input type="checkbox"/> developing background knowledge about the manufacturing industry <input type="checkbox"/> understanding key concepts about the manufacturing industry 	<p>Student demonstrates some of the requisite skills necessary to work effectively</p>	<p>Student does not provide enough evidence of the skills</p>

	<ul style="list-style-type: none"> to work effectively with team members as needed to complete research prepare the web page redesign plan the social media campaign 	<p>with team members, but does not demonstrate the skills checked:</p> <ul style="list-style-type: none"> complete research prepare the web page redesign plan the social media campaign 	<p>required to work effectively with team members.</p>	
Technology Use Skills	<p>Student demonstrates the ability to be efficient and effective in using technology to meet all of the required indicators</p> <ul style="list-style-type: none"> research various companies in the manufacturing industry use appropriate web design tools incorporate various social media platforms into a social media campaign plan 	<p>Student demonstrates the ability to be efficient and/or effective in using technology, but does not demonstrate the following:</p> <ul style="list-style-type: none"> research various companies in the manufacturing industry use appropriate web design tools incorporate various social media platforms into a social media campaign plan 	<p>Student does not provide enough evidence of the ability to use technology efficiently and effectively to complete a task.</p>	



Teacher Rubric Unit 2 PT1

<p>Communication Skills</p>	<p>Student clearly demonstrates all of the following communication skills required for successful participation in a team:</p> <ul style="list-style-type: none"> • communicating verbally to complete the required tasks • listening actively to other team members and incorporating feedback • observing other team members and providing meaningful feedback 	<p>Student demonstrates some communication skills required for successful participation in a team, but does not demonstrate the following skills:</p> <ul style="list-style-type: none"> <input type="checkbox"/> communicating verbally to complete the required tasks <input type="checkbox"/> listening actively to other team members and incorporating feedback <input type="checkbox"/> observing other team members and providing meaningful feedback 	<p>Student does not demonstrate enough of the requisite effective communication skills.</p>	
<p>Information Use Skills</p>	<p>Student clearly demonstrates the successful use of the following information use skills:</p> <ul style="list-style-type: none"> • compile data from the research • use student research information on the webpage redesign • use student research information for the social media campaign • present the information to a group 	<p>Student demonstrates some information use skills, but does not demonstrate the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> compile data from the research <input type="checkbox"/> use the student research information on the webpage redesign <input type="checkbox"/> use student research information for the social media campaign <input type="checkbox"/> present the information to a group 	<p>Student does not demonstrate enough of the requisite information use skills.</p>	

NOTES: