

# Applying Campbell: A Poster

## Rubric

	<b>Above Average (4)</b>	<b>Average (3)</b>	<b>Below Average (2)</b>	<b>Unacceptable (1)</b>
<b>Content</b>	At least 7 accurate and well explained connections between the film and Campbell. <sup>1</sup> (No more than two from Road of Trials; one must be "The Ultimate Boon")	5-6 accurate and well-explained connections between the film and Campbell.	3-4 accurate and well explained connections between the film and Campbell.	Fewer than 3 accurate and well explained connections between the film and Campbell,
<b>Graphics - Originality</b>	Several of the graphics used on the poster reflect an exceptional degree of student creativity in their creation and/or display. Also reflect the argument being presented in a creative way.	One or two of the graphics used on the poster reflect student creativity in their creation and/or display and in the argument being presented.	The graphics are made by the student, but are based on the designs or ideas of others.	No graphics made by the student are included.
<b>Graphics - Relevance</b>	All graphics are related to the topic (argument) and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic (argument) and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic (argument). Most borrowed graphics have a source citation.	Graphics do not relate to the topic (argument) OR several borrowed graphics do not have a source citation.
<b>Presentation</b>	The visual is pleasing to the eye; its layout is organized in a way that is conducive to the argument and the audience; it can be easily read at a distance	The visual is pleasing to the eye; its layout is organized in a way that is conducive to the argument and the audience; it can be easily read at a distance	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
<b>Grammar</b>	There are no grammatical mistakes on the argument poster.	There is 1 grammatical mistake on the argument .	There are 2 grammatical mistakes on the argument .	There are more than 2 grammatical mistakes on the argument .

<sup>1</sup> This is an argumentative poster; students should consider the elements of a good argument in planning the poster.