

ENG1D1 Media Assignment Rubrics

/300

Memes & urban dictionaries

Student: _____

Text: _____

Single Frame Memes

/100

LEVEL X	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
The expected work was not submitted	Only one character was depicted; or two with a limited sense of their personal character traits, direct quotes, or prevalent behaviours	Two different characters were depicted with a moderate sense of their personal character traits, direct quotes, or prevalent behaviours	Two different characters were depicted with an adequate sense of their personal character traits, direct quotes, or prevalent behaviours	Two different characters were depicted with a strong sense of their personal character traits, direct quotes, or prevalent behaviours
There is no text used	The meme's text format is misunderstood or does not create a sense of entertainment, or perpetuate a popular culture reference	The meme's text format is moderately used to create a sense of entertainment, or perpetuate a popular culture reference. The popular culture reference used is misunderstood.	The meme's text format is adequately used to create a sense of entertainment, or perpetuate a popular culture reference, or well established meme; their name is part of the title	The meme's text format is strongly used to create a sense of entertainment, or perpetuate a popular culture reference, or well established meme; their name is part of the title
The image is not clear	The imagery chosen does not clearly identify the nature of the character being depicted, or uses a popular culture reference in a limited way	The imagery chosen moderately implies the nature of the character being depicted, or uses a popular culture reference in a moderate way	The imagery chosen adequately implies the nature of the character being depicted, or uses a popular culture reference in an adequate way	The imagery chosen highly implies the nature of the character being depicted, or uses a popular culture reference in a highly effective way
There is no text used	There are many spelling or grammar mistakes in the text	There are two or three spelling or grammar mistakes in the text	There are one or two spelling or grammar mistakes	There are no spelling or grammar mistakes

Six Panel Memes ('what I really do')

/100

LEVEL X	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
The expected work was not submitted	Only one character was depicted or the format does not clearly demonstrate a sense of personal perspectives or how others see them	Two different characters were depicted with a moderate sense of their personal perspectives as well as how others see them	Two different characters were depicted with an adequate sense of their personal perspectives as well as how others see them	Two different characters were depicted with a strong sense of their personal perspectives as well as how others see them
There is no text used	The 'What I Really Do' Format was not used properly, or poor choices of perspectives were depicted	The meme's text format is somewhat used to create a sense of entertainment, or perpetuate the 'What I Really Do' format	The meme's text format is adequately used to create a sense of entertainment, or perpetuate the 'What I Really Do' format	The meme's text format is strongly used to create a sense of entertainment, or perpetuate the 'What I Really Do' format
The image is not clear	Poor choices were made with imagery, or the same imagery was used for more than one person's perspective	The imagery chosen only somewhat identifies six perspectives and uses limited references in its implications	The imagery chosen adequately identifies six different perspectives and uses some obvious references in its implications	The imagery chosen highly identifies the nature of six completely different perspectives of the character, and uses well known popular culture references in its implications
There is no text used	There are many spelling or grammar mistakes in the text	There are two or three spelling or grammar mistakes in the text	There are one or two spelling or grammar mistakes	There are no spelling or grammar mistakes

Comments:

LEVEL X	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
No dictionary was provided or the entire dictionary was plagiarized from the internet site	The format of the dictionary does not at all resemble the format that was exemplified in class on many occasions	There are less than 8 words, it may not be formatted correctly, it is not in alphabetical order, or a dictionary title is not provided	There are exactly 8 words, all formatted correctly, in alphabetical order; and a dictionary title is provided	There are more than 8 words, all formatted correctly, in alphabetical order; and a dictionary title is provided
The entire urban dictionary is plagiarized from the internet site	Some words do not have clear definitions, or they are simply all repeated from the actual internet urban dictionary	All words have some kind of definition	All words have a clear definition, and it is indicated that each term is a noun	All words have full , easy to understand definitions, and it is indicated that each term is a noun
The entire urban dictionary is plagiarized from the internet site	Very few of the words are slang, disparaging, describe outcasts, or demonstrate the social caste system of teens	Only some of the words sound disparaging, sound like they describe outcasts, or demonstrate a modern language of today's teens	All words sound disparaging, are considered slang and have definitions that demonstrate they describe outcasts of some kind	You have made up some of your own creative, original words, and they sound disparaging; the definitions are also purely original
No dictionary was provided or the entire dictionary was plagiarized	There are many spelling or grammar mistakes in the text	There are two or three spelling or grammar mistakes in the text	There are one or two spelling or grammar mistakes	There are no spelling or grammar mistakes

Comments: