

Thinking/Inquiry	Excellent (Level 4)	Good (Level 3)	Fair (Level 2)	Poor (Level 1)
Introduction (3 Marks)	Very well developed introduction. It introduces the movie and creates interest. Introduces the both ethical issues	Introduction creates interest and fairly well developed. Introduces the movie and one ethical issue	Introduction creates some interest. Introduces the movie but fails to introduce ethical issues	Introduction does not introduce the movie or may not be in complete sentences. Does not introduce the ethical issues
Knowledge/Application				
BODY (6 Marks)	Details in the infographic are clear and specific, and there are enough details to support your 2 arguments. The details clearly support the movie points for ethical issues.	Infographic include 2 arguments with some but they do not vividly support the ethical issues in the movie	At least one argument is not clear. There are details, but they are not clear, specific, and vivid, or both subjects are not given roughly the same amount of space.	Details are either wrong or lacking. No vivid sense language is used. No strategy was developed and details did not support it.
Conclusion (2 Marks)	Infographic contains an engaging and interesting point about the comparison or contrast of the subjects.	Infographic unifies the subjects and the point used for comparison or contrast, but it is not very engaging or interesting.	Infographic makes a point about the subjects for comparison or contrast, but it does not unify or "wrap-up" the infographic effectively.	Infographic does not contain an engaging and interesting point about the comparison or contrast of the subjects.
Communication				
Overall Organization (2 Marks)	The details are in a clear effective order and sticks to one pattern: subject-by-subject or point-by point. All subjects are covered vividly and given about the same amount of space.	The details are in a clear order and the sticks to one pattern. Both subjects are given roughly the same space.	The details are in a discernible order, but do not stick to one pattern in the infographic, or the details do not adequately support the controlling point.	No discernible organization. Details are either missing or not in any discernible order.
Grammar & Spelling (2 Marks)	No errors in punctuation, spelling, grammar, or capitalization.	A few minor errors in punctuation, spelling, grammar, or capitalization, but they do not detract from the overall infographic	A few errors in punctuation, grammar, spelling, and capitalization	Distracting and major errors in grammar, punctuation, spelling, and capitalization.