

Humberside C.I.
BBB4M
Culminating Task (30% of Final Mark)
Rubric

Name:

Date:

	Level 1	Level 2	Level 3	Level 4
	(50 – 59%)	(60-69%)	(70-79%)	(80-100%)
Knowledge/ Understanding	The student			
<ul style="list-style-type: none"> knowledge of facts, terms & concepts (e.g. All sections of website are complete, accurate and detailed) <p style="text-align: right;">/10</p>	<ul style="list-style-type: none"> website contains very few required topics and sections; content lacks clarity and does not outline the transformation 	<ul style="list-style-type: none"> website contains some, but not all required topics, but wording is confusing and includes some outline of the transformation 	<ul style="list-style-type: none"> website contains all required topics, in logical order; content is clear and considerably outlines the transformation in clear and succinct manner 	<ul style="list-style-type: none"> website contains all required topics, in logical order and in a manner which exceeds expectations and outlines the transformation in clear and succinct manner
Thinking/Inquiry	The student			
<ul style="list-style-type: none"> critical thinking & planning (e.g. launch goals, launch map, launch calendar, launch projects irresistible offer etc.) <p style="text-align: right;">/10</p>	<ul style="list-style-type: none"> very little planning is evident as well as includes very little aspects of a launch plan 	<ul style="list-style-type: none"> some planning is evident as well as includes some aspects of a launch plan 	<ul style="list-style-type: none"> considerable amount of planning is evident as well as includes most aspects of a launch plan 	<ul style="list-style-type: none"> high degree of planning is evident as well as includes all aspects of a detailed launch plan
Communication	The student			
<ul style="list-style-type: none"> Organization & Clarity (e.g. Format and style of website and digital product) <p style="text-align: right;">/10</p>	<ul style="list-style-type: none"> format of digital product and website is difficult to follow and does not follow a logical format; contains many spelling, grammatical, or structural errors affecting communication; 	<ul style="list-style-type: none"> format digital product and website is somewhat effective; contains some spelling, grammatical, or structural errors; Some logical flow to format 	<ul style="list-style-type: none"> clear and accurate format chosen for digital product and website; few, if any spelling, grammatical, or structural errors; flow and design of website is appropriate 	<ul style="list-style-type: none"> format chosen for digital product and website and style of writing/video is exceptional and exceeds expectations; flow and design of website exceed expectations
Application	The student			
<ul style="list-style-type: none"> making connections (e.g. digital product structure and messaging, lead magnet, etc.) <p style="text-align: right;">/10</p>	<ul style="list-style-type: none"> digital product and lead magnet do not outline the transformation 	<ul style="list-style-type: none"> digital product and lead magnet includes some outline of the transformation 	<ul style="list-style-type: none"> digital product and lead magnet considerably outline the transformation in clear and succinct manner 	<ul style="list-style-type: none"> digital product and lead magnet comprehensively outlines the transformation in clear and succinct manner
Balance Sheet & Income Statement (FOR BAT4M students only) <p style="text-align: right;">/10</p>	Financial statements are not clear, realistic, accurate and do not include all necessary information	Financial statements are a little clear, realistic, accurate and include some necessary information	Financial statements are somewhat clear, realistic, accurate and include most of the necessary information	Financial statements are clear, realistic, accurate and include all necessary information