

**ENDANGERED AND THREATENED ANIMALS  
COLLAR - RUBRIC**

<b>Dimension</b>	<b>Text Type</b>	<b>Content</b>	<b>Discourse &amp; Organization</b>	<b>Vocabulary</b>	<b>Language Usage and Conventions</b>
<b>Criteria</b>	<i>Features of plea for help</i>	<i>Relevance of information</i>	<i>Clarity</i> <i>Flow</i>	<i>Appropriacy to topic</i> <i>Range</i>	<i>Grammar, spelling and punctuation</i>
<b>Grade Level</b>					
<b>On Target 5</b>	Concise and to the point. Convincing and gets readers to want to help.	Information provides reader with a complete and accurate picture of animal and problem. Focus is on particular dangers.	Whole message is completely clear. Logical flow of ideas throughout whole text.	Vocabulary is appropriate to topic and genre. Vocabulary is rich and varied.	Generally tenses are correct both in form and use. Mostly correct spelling. Correct punctuation throughout.
<b>4</b>					
<b>On Your Way 3</b>	Often to the point. Some thought given to convincing readers to help.	Information provides reader with some idea of animal and problem. Dangers are mentioned, but they are not focus.	Most of message is clear. Flow of ideas in some parts of text.	Vocabulary is usually appropriate to topic and genre. Range of vocabulary is adequate.	Some mistakes in use and/or form of tenses. Spelling mistakes detract from meaning or reader's understanding. Aware of need to punctuate by making some use of punctuation marks.
<b>2</b>					
<b>Starting Out 1</b>	Short, but not to the point. No obvious attempt to convince readers to help.	Information does not provide reader with any idea of animal and/or problem. No clear focus on any particular aspect (of animal or problem).	No attention paid to clarity. Text lacks flow.	Vocabulary is inappropriate to topic and/or genre. Vocabulary is poor and limited.	No sense of understanding use of tenses; mistakes in form detract from reader's understanding. Poor spelling makes it impossible to understand. No sense of understanding the use of punctuation.

**ENDANGERED AND THREATENED ANIMALS  
CAR BUMPER STICKER - RUBRIC**

<b>Dimension</b>	<b>Text Type</b>	<b>Content</b>	<b>Language Conventions</b>
<b>Criteria</b>	<i>Features of car bumper sticker</i>	<i>Focus</i>	<i>Spelling</i>
<b>Grade Level</b>			
<b>On Target 5</b>	Immediately catches the eye and gets attention. Short, catchy sentences/phrases. Picture supports text.	Focus is on main danger.	Correct spelling.
<b>4</b>			
<b>On Your Way 3</b>	Catches the eye. Short sentences/phrases. Picture included, but not connected to text.	Main danger is stated, but it is not focus.	Two spelling mistakes.
<b>2</b>			
<b>Starting Out 1</b>	No attention paid to the elements of a car bumper sticker (eye- catching, catchy sentences/phrases, pictures to support text.)	Lacks focus.	More than two spelling mistakes.