	4	3	2	1	0
Content	Presents the utopia with in-depth details and examples. Knowledge of utopian societies is excellent.	Includes essential details on the utopia. Knowledge of utopian societies appears to be good.	Includes essential information on the utopia, but there are 1-2 major contents of utopian societies that are unclear.	Content is minimal OR there are several major concepts of utopian societies that are unclear.	Not enough information is present to score this portion of the project.
Originality	Community shows a large amount of original thought. Ideas are creative and inventive.	Community shows some original thought. Work shows new ideas and insights.	Community uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Community uses other people's ideas, but does not give them credit. Community does not have any new or original thoughts.	Not enough information is present to score this portion of the project.
Organization	Content is well organized using headings, bulleted lists, and written paragraphs to group related material.	Uses headings, bulleted lists and written paragraphs to organize, but the overall organization of topics appears flawed.	Content is logically organized for the most part.	There is no clear or logical organizational structure, just lots of facts.	Not enough information is present to score this portion of the project.

Design and Layout	Visual design is appropriate and reader friendly. Layout and design use color and images to set the tone. Images emphasis or illustrate the content.	Visual design is usually appropriate and reader friendly. Layout and design use color and images to set the tone. Images usually emphasis or illustrate the content.	Visual design makes the presentation difficult to read at times. Images usually illustrate content, but some are unnecessary or inappropriate.	Visual design is inappropriate. The presentation is difficult to read or navigate. Layout and design distracts from the content of the community. Images are ornamental or inappropriate.	Not enough information is present to score this portion of the project.
Resources	Project includes complete documentation or resources. Print and graphic resources are included.	Project includes adequate documentation for all resources.	Project includes partial documentation for all resources.	Documentation for resources is incomplete or missing.	Not enough information is present to score this portion of the project.
Conventions	There are no misspellings, grammatical, or mechanical errors.	There are a few misspellings, grammatical or mechanical errors. The errors do not distract the reader.	There are misspellings, grammatical, and/or mechanical errors that may distract the reader.	There are multiple misspellings, grammatical, and/or mechanical errors that distract the reader.	Not enough information is present to score this portion of the project.

Utopian Elements Rubric

	4	3	2	1
Requirements	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.

Items	**Details**	Included?
Name of Society	Uses a creative and appropriate name that captures the spirit of the new society.	
Declaration of Independence	States reasons for formation of the new society and explains those reasons with detailed evidence. Language is appropriate for a formal government statement.	
Utopian Motto and Seal	Provide a clear representation of the aspects of the society upon which the utopia is founded. Language is clear, and images appropriate. Explanation clearly provides the rationale for the selection and makes strong connections to the beliefs upon which the society was founded. Mrs. Kroese can scan in your drawn seal if it is not computer generated.	
List of Rules	Includes clear rules for appropriate behavior that are in line with the beliefs upon which the society was founded. Reasons for the rules are well detailed (10).	
Governing Body	Outlines the system of government that oversees the society, using formal language appropriate for a government document. Rationales are clearly explained. Look for the four types of governmental systems to help you decide how you are going to govern.	

Invitation to Friends	Persuades friends to join the society, giving clear reasons why the utopia is appropriate for them. Uses casual, semi-formal language to engage readers.	
Journal Entries	Includes 3 entries for different days that describe and reflect upon life in the utopia. Entries are written in informal language.	
Daily Itinerary	Outlines a complete, time-based schedule for the daily events of citizens. Activities clearly align with the beliefs upon which the society was founded.	
Propaganda	Presents life in the utopia in a clear message that engages potential citizens. The details in the ad clearly align with the beliefs upon which the society was founded. Video clip that is 1:00-1:15 in length (minute).	

Above and Beyond

Video	Creative use of video is used to capture the essence of your community. Needs to be well thought out and done with style. Could be anything such as weather forecast, travel channel episode, etc. Use your imagination. Video cannot be utilized until all of the above requirements are met.	
Creative Components	Any other creative media that would add and relate to your utopian society.	