

Rubric: Photostory - Automotive Engineer: Fuel Efficiency

Achievement Levels				
Criteria Groups	1	2	3	4
Aesthetics (x1)	The layout is inappropriate with awkward transitions. Font formats do not promote readability.	The layout is appropriate and aesthetically pleasing with awkward transitions. Font formats do not promote readability.	The layout is appropriate and pleasing with transitions moving the audience from slide to slide. Font formats allow the reader to adequately read the presentation.	The layout is appropriate and aesthetically pleasing with transitions that are smooth and strategic. Font formats have been carefully planned to enhance readability.
Technology (x1)	The technology applications utilized do not connect the presentation and topic. The graphics are unattractive and do not connect with the topic of the presentation.	The technology applications utilized connect the presentation and topic. Some graphics are attractive and connect with the topic of the presentation.	The technology applications utilized enhance the presentation and topic. Most graphics are attractive and support the topic of the presentation.	The technology applications utilized strongly enhance the presentation and topic. All graphics are attractive and support the topic of the presentation.
Content (x1)	Minimally accurate in detail while providing a story with a little content and depth.	Fairly accurate in detail while providing a story with some content and depth that provides a minimal background on the topic for the audience.	Mostly accurate in detail while providing a story with sufficient content and depth while providing a background on the topic for the audience.	Accurate in detail while providing a story rich in content and of sufficient depth while providing a strong background of the topic for the audience.
Engineering Design Criteria and Constraints (x1)	The product minimally evaluates the use of materials based on prioritized criteria and trade-offs that account for a range of constraints, including cost, safety, reliability, fuel efficiency, as well as possible social and environmental impacts.	The product somewhat evaluates the use of materials based on prioritized criteria and trade-offs that account for a range of constraints, including cost, safety, reliability, fuel efficiency, as well as possible social and environmental impacts.	The product adequately evaluates the use of materials based on prioritized criteria and trade-offs that account for a range of constraints, including cost, safety, reliability, fuel efficiency, as well as possible social and environmental impacts.	The product thoroughly evaluates the use of materials based on prioritized criteria and trade-offs that account for a range of constraints, including cost, safety, reliability, fuel efficiency, as well as possible social and environmental impacts.