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| Category | 4 | 3 | 2 | 1 |
| Originality | Project shows a large amount of original ideas that are very creative. | Project uses an amount of original thought and other people's ideas. | Project uses a few original ideas but has more of other people's content | Project has no originality and uses mostly other people's ideas. |
| Content x 2  For points. | Covers topic in depth with details and  examples.  Subject knowledge  Is excellent. | Demonstrates  Important information. knowledge of the information is pretty good. | Includes most of the info, but has  some errors. | Content is either  Extremely limited, or there are too many errors. |
| Organization | Highly organized and grouped in an extremely logical manner. | Organized pretty well with some flaws in the flow from one topic to  another. | Has several flaws in  organization,  often jumping  around. | There was no clear or logical organization. |
| Appearance/Appeal | Makes excellent use of font, color, graphs,  effects,  pictures,  etc. to make the presentation or story fluid and easy to  follow. | Makes decent use of font, color, effects, pictures , etc. story may not be completely  clear. | Makes use of font, color, effects, pictures etc, but it might distract from the presentation or story. | Does not use any color, effects, pictures and has hardly any appeal. |

20 possible points (please note that there are more points in the content section than any other section.)