

NATIONAL GEOGRAPHIC ARTICLE – ASSESSMENT RUBRIC

	3	2	1
CONTENT AND STYLE – FACTS, RELEVANCE, JOURNALISTIC STYLE AND LANGUAGE	THE ARTICLE PRESENTS FACTUAL INFORMATION AND NO OPINIONS. IT ADDRESSED THE POINTS/QUESTIONS IN THE INSTRUCTIONS. IT CONTAINS RELEVANT DETAILS, AND THE WRITING STYLE IS CLEAR, USING JOURNALISTIC LANGUAGE.	THE ARTICLE PRESENTS SOME FACTS AND SOME OPINIONS. IT ADDRESSES SOME OF THE POINTS/QUESTIONS IN THE INSTRUCTIONS. MOST DETAILS ARE RELEVANT AND THE TONE VARIES BETWEEN NARRATIVE AND JOURNALISTIC.	THE ARTICLE PRESENTS FEW FACTS AND MORE OPINIONS. IT FAILS TO ADDRESS THE POINTS/QUESTIONS IN THE INSTRUCTIONS. IT CONTAINS IRRELEVANT DETAILS AND IS WRITTEN IN A NARRATIVE STYLE.
FORMAT – TITLE, BY-LINE, PARAGRAPHS, ORDER AND TRANSITION	THE ARTICLE HAS AN EFFECTIVE TITLE/HEADING. THE INFORMATION IS PRESENTED IN THE FORM OF A LEAD PARAGRAPH, FOLLOWED BY SUPPORTING PARAGRAPHS AND A CONCLUSION.	THE TITLE/HEADING IS NOT WRITTEN EFFECTIVELY. ATTEMPTS WERE MADE TO PRESENT THE INFORMATION IN THE CORRECT FORM AND ORDER.	TITLE/HEADING IS MISSING OR INACCURATE. LITTLE OR NO ATTEMPTS MADE TO FOLLOW ARTICLE FORMAT OUTLINED OR SEQUENCING OF INFORMATION.
CONVENTIONS – GRAMMAR, PUNCTUATION, SPELLING	THERE ARE FEW OR NO ERRORS IN GRAMMAR, PUNCTUATION OR SPELLING.	THERE ARE SEVERAL ERRORS IN GRAMMAR, PUNCTUATION OR SPELLING BUT THEY DO NOT HINDER COMPREHENSION.	THERE ARE NUMEROUS ERRORS IN GRAMMAR, PUNCTUATION AND/OR SPELLING THAT MAKE IT DIFFICULT TO UNDERSTAND THE ARTICLE.
SUPPORTING IMAGES – DO THEY MAKE THE ARTICLE MORE ENTICING?	THE IMAGES MAKE THE ARTICLE MORE ENTICING.	THE IMAGES ADD SOME INTEREST TO THE ARTICLE.	THE IMAGES DON'T ADD TO THE ARTICLE.

For more information on how you can help our environment, or to make some suggestions of your own, please go to www.coolaustralia.org