

RECYCLING IS ESSENTIAL TO MY COMMUNITY

Help Guide & Rubric

Why Use This Rubric? A Rubric is helpful in that it provides details about what a successful project should look like. The information builds on the guidelines provided but offers further insights into what really makes a winning design. This is what the judges will be looking for. Use the rubric to help you as you create your project. As you go along, check back many times to monitor your progress!

Who Should Use This Rubric? This rubric can be used by anyone who is entering the 2020-21 Recycling Contest or anyone assisting individuals who are entering the contest. Here are examples of who might use this:

- By students who are choosing to enter the competition and can use the rubric directly.
- By family members or guardians who may be helping to guide younger students who are entering the competition.
- By educators who may be implementing this project in-class with students as a PBL or might present the opportunity to students to do on their own.

Rubric on the next page!

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Presentation Element	Amazing! Ready for Prime Time!	Getting There!	Needs Work!
Content	Project defines the boundaries of the “community”. Project clearly explains why recycling is essential to the defined community. Project includes a specific commodity* (material) in the recycling industry in its explanation of why recycling is essential.	Project defines the boundaries of the “community”. Project partly explains why recycling is essential to the defined community. Project includes a specific commodity* (material) in the recycling industry in its explanation of why recycling is essential.	Project does not define the boundaries of the “community”. Project does not explain why recycling is essential to the defined community. Project does not include a specific commodity* (material) in the recycling industry in its explanation of why recycling is essential.
Messaging	There is a main message in the form of a phrase, saying or slogan. The phrase, saying or slogan clearly connects to the ideas put forth in the project. Images support the message of the PSA.	There is a main message in the form of a phrase, saying or slogan. The phrase, saying or slogan mostly connects to the ideas put forth in the project or it may not be 100% clear as to how it connects. Images mostly support the message of the PSA.	There is not a main message in the form of a phrase, saying or slogan or . . . the phrase, saying or slogan does not relate to or match the ideas put forth in the project. Images do not support the message of the PSA.
Explanation of Actionable Steps	Presentation offers specific ideas and/or steps as to how individuals can change their attitudes or behaviors to contribute to the well-being of the community as it relates to recycling. The steps are realistic and doable.	Presentation offers ideas and/or steps as to how individuals can change their attitudes or behaviors to contribute to the well-being of the community as it relates to recycling but may not always be very specific. The steps are mostly realistic and doable.	Presentation either: does not offer specific ideas and/or steps as to how individuals can change their attitudes or behaviors to contribute to the well-being of the community as it relates to recycling or . . . if ideas are offered, they are not reasonable, realistic, or doable.
Formatting - For Poster Submissions	All text is neat and legible from 5-8’ away. The poster is 2-D (lays flat for imaging). Graphics are high resolution. There is twice as much visual imagery than text. All images and text are spaced out and pleasing to the eye.	Much of the text is neat and legible from 5-8’ away with a few exceptions. The poster is 2-D (lays flat for imaging). Most graphics are high resolution. There is close to twice as much visual imagery than text. Most of the images and text are spaced out and pleasing to the eye.	Very little to none of the text is neat and legible from 5-8’ away. Poster may have had 3-D elements that made the digital version appear distorted when scanned. Graphics are blurry and/or poor resolution. There is twice as much text than visual imagery. Images and text are crowded together without adequate spacing, and are not pleasing to the eye.
Formatting - For Video Submissions	Video is approximately 2 minutes in length (within a 15 second margin of error). Video is high resolution and camera work is steady (no shaking). Audio is clear and understandable. Video submitted as a downloadable file (.mp4; .wmv; or .mov/qt).	Video is approximately 2 minutes in length (within a 15 second margin of error). Most of the video is high resolution and most of the camera work is steady (little or some shaking may be present). Audio is usually clear and understandable. Video submitted as a downloadable file (.mp4; .wmv; or .mov/qt).	Video is not approximately 2 minutes in length (margin of error exceeds 15 seconds). Video is low resolution and most of the camera work is shakey or bouncing. Audio is fuzzy and difficult to understand. Video is not submitted as a downloadable file (.mp4; .wmv; or .mov/qt).
Spelling & Grammar	No spelling or grammatical errors.	Possible presence of a minor spelling or grammatical error.	Several spelling or grammatical errors.

***Commodity** - a raw material used in the production process to manufacture finished goods, while a product is a finished good sold to consumers. Recycling commodities are: Fiber (Paper & Cardboard), Ferrous metals (metals containing iron like iron, wrought iron, and steel), Non-ferrous metals (metals that do not contain iron such as Aluminum, copper, lead, nickel, tin, and zinc), Plastics, Glass, Textiles, Tires, Electronics