

Chapter 4 Project Rubric

Name(s): _____

Specific Location: _____

National Park: _____

Criteria	Weight	3	2	1
3-30-3 Rule: In 3 seconds, the reader can clearly walk away knowing the theme or main idea.	x2			
3-30-3 Rule: In 30 seconds, the reader can get through the theme, sub-headings, and major components.	x2			
3-30-3 Rule: In 3 minutes, the reader can read through the entire interpretive sign.	x2			
Content: 3-4 Sub-topics are informative, accurate, and well-written.	x4			
Content: Each section is between 100-200 words and written at a middle school reading level.	x2			
The theme is apparent, clear, well thought-out, and is appropriate for the location.	x2			
All 3 sub-topics relate to the central theme.	x2			
Visual: The text is easy to read (this is an aesthetics criteria - not reading level).	x1			
Visual: Diagrams/visuals are used to enhance the text and clearly stand out.	x1			
Connection: This sign offers a touch of humanity with quotations, references to people's senses, encourages people to do something, etc...	x2			
TOTAL:	___ / 60			